

**Charting the Course for Obesity Prevention in California:
The Nutrition Education and Obesity Prevention Grant Program
Summary report of regional and webinar meetings of
stakeholder input**

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INDEX

Introduction	1
Planning Process for Stakeholder Input	2
NEOP Strategies Discussions	4
Strategies Discussion: Common Themes	4
Strategy Discussion by Priority Area	5
<i>Priority Area 1: Decrease sugary beverage consumption and increase healthy beverage consumption, especially water</i>	
<i>Priority Area 2: Increase physical activity</i>	5
<i>Priority Area 3: Increase consumption of healthier foods</i>	5
Additional Considerations	6
Transition Plan Considerations	6
Capacity Building: What is needed to prepare to participate in NEOP	6
Working Together: Accelerating Success through Local Partnerships	6
Summary	7
Conclusion	7

APPENDIX

- NEOP Long Beach Meeting Consolidation Report by Priority Area, July 26, 2011
- NEOP Long Beach Regional Meeting, Reflections & Comments
- NEOP Fresno Meeting Consolidation Report by Priority Area, July 27, 2011
- NEOP Fresno Regional Meeting, Reflections & Comments
- NEOP Oakland Meeting Consolidation Report by Priority Area, July 29, 2011
- NEOP Oakland Regional Meeting, Reflections & Comments
- NEOP Webinar #1: Physical Activity, September 21, 2011, Sacramento, 8:30-10:30AM
- NEOP Webinar #2: Healthy Food Options, September 21, 2011, Sacramento, 11:00-1:30PM
- NEOP Webinar #3: Sugary Sweetened Beverages, September 21, 2011, Sacramento, 1:30-3:30PM
- Priority Area 1: Decrease Consumptions of Sugar-sweetened Beverages and Increase Consumption of Water
- Priority Area 2: Increase Physical Activity
- Priority Area 3: Healthy Food Options

Charting the Course for Obesity Prevention in California: The Nutrition Education and Obesity Prevention Grant Program

Introduction

California has a significant opportunity to chart its course for obesity prevention through the newly created Nutrition Education and Obesity Prevention (NEOP) grant program funded by the United States Department of Agriculture (USDA). NEOP replaces the existing Supplemental Nutrition Assistance Program Education (SNAP-Ed), which allows SNAP (formerly known as Food Stamps) agencies to provide nutrition education and limited physical activity promotion with low-income eligible populations. The California Department of Public Health's (CDPH) *Network for a Healthy California (Network)* has developed the largest SNAP-Ed program in the nation over the last 15 years. The *Network* works with over 120 local and statewide contractors to deliver nutrition education to low-income populations. The University of California, Davis is also a SNAP-Ed implementing agency through its Food Stamp Nutrition Education Program (FSNEP), with the California Department of Social Services serving as the administrative agency.

During the first phase of the planning process for the program transition, CDPH outlined the scope and timeline for the transition process. CDPH invited a key group of individuals to function as the "Obesity Prevention Think Tank" who gathered on May 6, 2011 to recommend priority areas and strategies for NEOP to focus on during the first three years of the new program. The strategies discussed were taken from the 2010 California Obesity Prevention Plan. Consensus emerged around three priorities: 1) Decrease sugary beverage consumption and increase healthy beverage consumption, especially water, 2) Increase physical activity, and 3) Increase consumption of healthier foods. The Think Tank also recommended key strategies for each of the priority areas (see Appendix). A summary of the full Think Tank report is available at:

http://www.cdph.ca.gov/programs/cpns/Documents/6-28-11_FINAL_SNAP-ED_Report.pdf

Based upon these recommendations, the NEOP transition process continued by reaching out broadly to solicit input from a wide variety of stakeholder groups including, *Network* contractors, partners, community-based organizations, local health and social services departments, advocacy organizations, universities, and others. CDPH convened three regional meetings in July 2011 with stakeholder groups in Long Beach, Fresno, and Oakland. During these half-day meetings, information was shared about the newly created NEOP grant program, the transition process, and the timeline. The regional meetings primarily focused on gathering input from participants on the strategies for the three priority areas. Participants were also asked to comment on the:

- Factors to consider in developing the Transition Plan
- Capacity and training needs to support future and current grantee participation in NEOP
- Strategies for accelerating success through local partnerships development

In addition three webinars were also held on September 21 to gather input from stakeholders who were unable to attend the regional meetings. Each webinar solicited information about the NEOP transition with a focus on one of three priority areas. This report summarizes the input collected highlighting common themes across all meetings. This input will be used to guide the development of a three-year transition plan that will be completed by the end of this year. In January 2012, USDA's NEOP regulations are scheduled to be released and by spring of 2012, CDPH will unveil its transition plan. The NEOP plan implementation is set to begin October 1, 2012.

Planning Process for Stakeholder Input

The NEOP planning process included opportunities for key stakeholders to share information and ideas regarding NEOP priorities and strategies that would inform the development of the three-year transition plan. There were four key opportunities for providing input:

1. Long Beach: Tuesday, July 26, 1:00-4:30pm
2. Fresno: Wednesday, July 27, 1:00-4:30pm
3. Oakland: Friday, July 29, 1:00- 4:30pm
4. Three two-hour webinars, Sept. 21, one per priority area.

A total of 214 people attended the July meetings, with 72 in LA, 63 in Fresno, and 79 in Oakland. 64 people participated in the September webinars.

At each location, attendees were seated in table groups according to their interest in one of the three NEOP priority areas. Two to three table groups of 8-10 attendees per priority area were formed at each site. The meetings began with CDPH staff, Peggy Agron and Valerie Quinn, providing opening remarks about the exciting opportunity to craft a transition plan that can have the most impactful community-wide benefit for California's most vulnerable populations, an overview of the NEOP grant program, and addressed questions and concerns from the group. After the opening, the majority of the meeting time was structured by the facilitator, Selma Abinader, to gather input from participants.

Following the opening remarks, a reflective conversation was facilitated, soliciting individual responses from all participants on the purpose and value of NEOP. Several common themes surfaced around both feelings of excitement and concerns about the NEOP program.

In all locations, people shared their excitement about the NEOP program as providing a fresh start, with new opportunities to better serve their populations and make a positive impact on the health of their communities. Others see NEOP as an opportunity to strengthen partnerships and collaboratives, foster better coordination, and expand upon the successful school-based programs that have been going on over the past decade. Some people expressed their hope for streamlining and simplifying paperwork requirements so that they can spend more time working with the people in their communities. Several people expressed excitement about moving toward a new look and norm change for California, and making sustainable systematic change in their communities. With respect to moving upstream, several people shared excitement for programs informing policy, moving toward policy change and systems

change, and their hope for a seamless transition with no boundaries between nutrition education and policy.

Concerns about the NEOP program were also shared, including concerns about throwing out and letting go of old programs for new ones without proper analysis, transitioning to a competitive funding process, and creating sustainable change. The loss of current funding, job cuts, and how non-profits will fit in were other areas of concern voiced by individuals. In addition, concerns surfaced about cultural competency, in particular terms and phrases around obesity.

When asked why this change is important now, several participants responded that with limited resources change is needed for longer term sustainability, and that we cannot expect behavior change without environmental change. Others noted that this is not only a struggle at the local level but moving to a broader, global level, and that there are billions of dollars working against this effort which necessitates a united front to work against them.

When asked about keys to success and lessons learned, several observations and suggestions were shared about successful partnerships including: regional collaboratives can be effective toward sharing best practices amongst counties and communities, focus on public and private partnerships, create innovative strategies with new partners while maintaining what we have, partnerships provide more contacts within the community, one size does not fit all, and allow for flexibility in design and the ability to customize programs is important.

Following this larger group conversation, a break, and a stretching exercise, the table groups were asked to review and provide their collective input on the strategies for their priority area (see Appendix for strategy descriptions). The following are the three Think Tank priority areas:

- Priority 1 with 9 strategies to decrease sugary beverage consumption and increase healthy beverage consumption, especially water
- Priority 2 with 4 strategies to increase physical activity
- Priority 3 with 5 strategies to increase consumption of healthier foods

Following the NEOP strategy discussions, the table facilitators guided their groups through three other important topics:

- Factors to consider in developing the Transition Plan
- Capacity and training needs to support future and current grantee participation in NEOP
- Strategies for accelerating success through local partnerships development

After each table group shared their ideas and suggestions with the larger group, Peggy Agron and Valarie Quinn provided closing remarks, thus ending the three and a-half hour meetings.

The three webinars held on September 21st hewed as closely as possible to the agenda structure that was set up for the three regional stakeholder meetings. While some parts of the meeting were compressed to accommodate a shorter timeline, the technology available through the webinar, such as

an instant polling feature allowed for increased diversity in feedback. Instead of small breakout groups the webinars were divided by priority area thus providing a larger forum for debate and discussion of the featured priority area and strategies.

NEOP Strategies Discussions

Strategies Discussion: Common Themes

Working together in groups or via webinar with a facilitator, participants were first asked to review and provide input on the recommended strategies for their selected priority area. They were asked which strategies they wanted to keep, revise, add, and/or drop.

Across all NEOP priority groups and at all meetings, several themes emerged around the NEOP strategies:

- Most people agreed to keep all priority area strategies
- Education is an important component of each strategy which needs to address the entire family, not just women and children, with ethnically appropriate information about wellness, nutrition, gardening, cooking, making food choices, finding safe places for physical activity, and perceptions about physical activity
- Cost is a barrier and impacts all three priority areas: purchasing healthy foods and beverages, accessing local agriculture and other healthy foods, accessing recreational areas, and providing safe, free drinking water in public places
- Stakeholder and community perspectives, including youth, should inform the process from the beginning
- Messaging should be coordinated, consistent, and culturally and age appropriate
- Future efforts should build upon the current infrastructure and partnerships, on what is already working well that should be continued and improved
- Safety is key: safe neighborhoods with safe places for “normal” activity, safe routes to schools, safe water to drink, and safe food environments with easy access to healthy foods
- Policy development for creating healthy food zones, school meal programs, school wellness programs, foods served in childcare facilities, worksites, and in restaurants, food allowed under federal/state food programs, food labeling, taxing unhealthy foods/beverages, limiting fast food restaurants, providing incentives for healthy food purchases, incentives for healthy food restaurants, and local policies for more parks and park maintenance
- Creating a norm change by focusing on behavioral/lifestyle change, using the media to help promote and change attitudes, providing signage and information to help change attitudes, behavior change towards physical activity, and teaching people how to prepare foods that they will eat (culturally appropriate recipes), providing easy access to safe drinking water

Some differences of opinion arose around messaging. While some prefer to keep marketing and messaging positive, without demonizing food, others suggest developing something stronger, showing the negative aspects of sugary drinks, unhealthy foods, and inactive lifestyles.

Strategy Discussion by Priority Area

The following comments represent the major themes by priority area from the regional stakeholder meetings and webinars. To see all comments that were made regarding specific strategies please refer to the consolidated reports which can be found in the Appendix.

Priority Area 1: Decrease sugary beverage consumption and increase healthy beverage consumption, especially water

Seven table groups and one webinar focused on the nine strategies for decreasing sugary beverage consumption and increasing healthy beverage consumption, especially water. Several themes emerged from these groups, across all locations:

- Integrate nutrition education throughout all strategies and tell the truth about sugar, target families and all age groups
- Develop culturally appropriate and consistent messaging
- Create policies to support access to clean drinking water
- Build on existing relationships while looking for new partnerships
- Strong support for Strategy 9 in particular which proposed nutrition education on the sugar content of sugar-sweetened beverages

Priority Area 2: Increase physical activity

Six table groups and one webinar focused on the four strategies to increase physical activity. Several themes emerged from these groups, across all locations:

- The specific strategies that were supported by attendees varied widely based on the pre-existing local environment, it was suggested that it's important to create a diverse menu of options so that projects can choose the strategies that are most relevant to their local community
- Coordination among state agencies is very important: public health and other agencies (education, transportation planning etc) should all be working together
- Many attendees supportive of making changes to the built environment and proposed that there be funding to support coordination between public health and city planners, others felt concerned that built environment changes would be a long process that does not yield quick wins
- Several comments advocated increasing ways for families to get involved with physical activity, both through parks and rec as well as supporting school changes
- The worksite is an important place to promote physical activity and adults need to be role models for children
- Many commenters pointed out the importance of promoting ethnically appropriate physical activities

Priority Area 3: Increase consumption of healthier foods

Nine table groups and one webinar focused on the five strategies to increase the consumption of healthier foods. Several themes emerged from these groups, across all locations:

- A strong desire to focus on partnerships between farmers and institution to increase access to fresh, fruit and vegetables

- Interest to increase education (especially at the local and peer to peer level) about policy changes in regards to food systems and healthy food access
- An understanding that there is a need to decrease the cost of healthy choices compared to unhealthy food choices
- Desire to establish policies to decrease access to and the number of fast, unhealthy food establishments
- Several suggestions that federal food programs should facilitate easier access and incentivize participants to buy healthy food or limit available food to healthy choices (i.e. WIC program)
- A solid assertion that it is important to utilize the pre-existing base of nutrition education infrastructure

Additional Considerations

After a thorough review of the strategies was done in the table groups participants at both the regional meetings and the webinars were asked to share suggestions for the state in regards to making an effective transition to NEOP overall and in regards to capacity-building and partnerships. The following themes stood out in each of the three areas:

Transition Plan Considerations

- Assess current environment: Participants stressed the importance of looking at the current environment in California
- Build on what we have: The established nutrition education infrastructure should be used to build future work
- Develop a sustainable funding strategy: There are strong concerns about the probable decreases in funding to come in future years
- Clear guidelines and communications: Organized coordination at both the state and local level is imperative for moving forward in an organized manner
- Clear evaluation, goals, timelines: Measuring and prioritizing objectives in an outcomes-focused manner is important for effectively stewarding our resources

Capacity Building: What is needed to prepare to participate in NEOP

- Advocacy training: Local projects need tools to empower Californians to create healthier communities from the ground up
- Grant writing: As funding decreases and becomes more competitive projects feel the need to be more competitive in applying for funding
- Cultural competency: California is an ethnically and geographically diverse state, it is important that projects be equipped to work with diverse communities
- How things work: As the regulations expand to include more public health approaches many agencies are interested in learning more about the mechanics of environments including: zoning, planning and food systems

Working Together: Accelerating Success through Local Partnerships

- Create a culture/environment for successful partnerships: Leadership at all levels should encourage and facilitate partnerships

- Engage local leaders: Community empowerment will be crucial to the success of the proposed strategies and local leaders are a key component of community change
- Engage the community: The needs throughout the state are as diverse as our many communities, change must come from the community level

Summary

Overall the feedback gathered at the stakeholder meetings and webinars showed that there is broad consensus for all strategies resulting from the Think Tank meeting and the three Priority areas. People held similar concerns and many similar recommendations were provided across the regions. Here is a summary of the overarching themes, concerns, and recommendations:

Opportunities

- Ability to do more policy, systems and environmental approaches
- New partnerships
- Build on existing nutrition education infrastructure
- Work across multiple sectors
- Coordinate activities among agencies (both local and state)

Challenges/Concerns

- Fear of losing funding – especially schools
- Fear of losing nutrition education foundation
- Fear of competitive funding
- Concern that USDA will not loosen restrictions
- Ongoing restrictiveness of USDA targeting (census tracts, etc.)

Recommendations

- Expand peer-to-peer education strategies
- Support for three priority areas with a menu of options
- Strategic and consistent messaging
- Build on successful campaigns such as Champions for Change and ReThink Your Drink
- Allow for local flexibility and sensitivity to cultural and geographic differences
- Require community, youth engagement and grassroots organizing
- Increase accountability via strong evaluation activities

Conclusion

The Healthy, Hunger Free Kids Act of 2010 opens up new opportunities for obesity prevention efforts and the NEOP stakeholder recommendations are forming the foundation for California's three-year NEOP implementation plan. California is primed to chart its course for obesity prevention in a unified manner that can accelerate behavior change and improve health outcomes for this state's most vulnerable populations.

APPENDIX

NEOP Long Beach Meeting

Consolidation Report by Priority Area

July 26, 2011

Intended Benefit and Impact of NEOP

- Images that come to mind
 - A fresh start
 - Simplified paperwork requirements
 - Continuing and expanding work already done in the schools over past 15 years
 - Strengthening partnerships and collaboratives
 - Effort goes beyond focus on weight to children and family well being
 - No boundaries between Nutrition Ed and policy change, seamless transition
 - Make transformative and unique proposals to push to next level
- What excites you
 - Moving toward policy change and systems change
- Why is this change important now?
 - We cannot expect behavior change without environmental change
 - Longer term sustainability
 - Limited resources and the need for a sustainable plan with integrated approaches
 - Not only a struggle at the local level but moving to a broader, global level
 - Billions of dollars working against us, we need a united front to work against them
 - Use of the word obesity is a good change, change from nutrition
 - Grants need to be sustainable with ongoing funding for long term change
- What have we learned from our history/keys to success
 - Schools are the hub for all types of communications in our communities, with families
 - Consider program evaluations and delivering results
 - A fully integrated approach with nutrition specialists, teachers, nurses, all involved, working with parents, bringing communities together
 - Public and private partnerships as a focus
 - Understanding targeted needs and population perspective before policy inserted (not the other way around)
- Values to guide work
 - Do no harm
 - Evidence-based practices
 - Integrate other programs – Office on Aging, all ages, schools and public health approach
 - Commitment of all the partnership agencies
 - Recognition of importance of many different aspects, equal recognition of all 3 priority areas
 - Environments support choices that we are educating people about

- Not trying to re-create the wheel, lots of work and models are already out there, integrate with is already out there, building and enhancing what is there already
- Clear and transparent communication at all levels
- Expertise

Reactions to NEOP Overview

- More Clarity Needed
 - What will happen to our input
 - Will the FRA process require a response to all 3 priority areas?
 - Will there be additional meetings regarding the funding process and how it will fall out?
 - Will this be a clean slate open for all, or priority given for previously funded programs?
 - Will we be competing with each other at the local level or will clarity be coming from the State about funding collaborations so we all understand how we are to work together, results being measured and how the funding will flow?
 - What is the structure for allocating funds? Streamlined directly to some, others going through local entities?
 - Clarity on intervening upstream and direct services provided
 - How will Communities of Excellence be involved in this structure?
 - Role of county nutrition action plan and USDA programs?
 - Non-competitive funding mechanisms keep doors wide open, would funding for existing strategies remain?
 - Are departments of mental health included in potential partnerships?

Priority 1: Decrease sugary beverage consumption and increase healthy beverage consumption, especially water

Strategy Assessment

	<u>Strategy 1</u> Counter marketing campaign		<u>Strategy 2</u> State and local policies		<u>Strategy 3</u> Marketing to children		<u>Strategy 4</u> Grassroots organizing	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		X		x		x	
Group 2	x		X		x		x	
	<u>Strategy 5</u> Partnership building		<u>Strategy 6</u> Public relations/ media relations advocacy		<u>Strategy 7</u> Message development		<u>Strategy 8</u> Technical assistance	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		X		x		x	
Group 2	x		X		x		x	
	<u>Strategy 9</u> Nutrition education		Overall strategy comments: <ul style="list-style-type: none"> Media and counter marketing are fastest to achieve Focus on Education Consistent messages for everyone, marketing Policy, to change policy To move things quickly – medu To change behaviors – education (effective), skills based To change social norms Group policy, marketing, education plan separately in plan for easier digestion 					
	Keep/Revise	Drop						
Group 1	x							
Group 2	x							

For additional breakdown of data from the Long Beach participant template, please refer to Appendix A of this document.

Added comments, by strategy

Strategy #1: Counter marketing campaign

- Both 1 and 2 are effective

Strategy #2: State and local policies

- Redefine cultural influences, inside and outside schools, communities (may be too difficult, prevents revenue?)

Strategy #3: Marketing to children

- Compare to recycling programs that are effective

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Expand on existing partnerships
 - Expand what's being done over past 15 years
 - Working with Am. Diabetes Assoc, Cancer Society
- Broader allowables
 - Nutrition ed - able to buy supplies that are needed (purchase balls, soil and seeds for gardens)
 - Allowable- expand on obesity, explain about salt, sugar – expand to advocate
- Message development
 - Need coordinated, consistent strategic messaging/marketing approach from the State
 - Develop and coordinate message development
 - Strategic plan for messaging
 - Focus on 1 message, need cohesiveness over long period of time
- Education
 - Integrating skills based education into textbooks
 - Examine system change around curriculums
 - Schools and partnership with CDE/reevaluation of wellness policies
- More evidence-based feedbacks and facts to backup education efforts
 - Alternatives to sugar, guidelines, tools
- Linking silo of policy, education, and marketing
- Expand on needs assessments

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Professional development for intermediaries for qualified people
- Standardized plans for implementing new plan (packet with step by step) i.e. toolkit and timeline for projects to implement marketing, policy, and education
- Involve stakeholders in committees/workgroups – building on successes of WIC
- Working directly with communities, effective programming and evaluations
- Need NutEd to National common core standard

Priority 2: Increase physical activity

Strategy Assessment

	Strategy 1 School physical activity		Strategy 2 Active transport		Strategy 3 Employer physical activity		Strategy 4 Zoning and planning	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	X		X		X		X	
Group 2	X		X		X		X	
Overall strategy comments and strategies to add: <ul style="list-style-type: none"> • Keep all 4 strategies • Media to help promote, change attitudes, beliefs and behavior • Provide information that will effect beliefs: Public service announcements, signage • Focus on behavior changes • Partner with mental health department • Add 1 more strategy: under Goal 3 Obj 6 – make PA the foundation for daily living Group 2 (reference to 2010 California Obesity Prevention plan)								

For additional breakdown of data from the Long Beach participant template, please refer to Appendix A of this document.

Added comments, by strategy

Strategy #1 : School physical activity

- Where most time is spent/population based community platform foundation.
- Accountability for following guidelines
- School PA, include PE
- Build in PE standards (PE specialist)
- PE policy in school (school for college?)

Strategy #2: Active transport

- What is USDA's role?
- Active transport in place already (use of environment)
- Advocate for active transport, change environment

Strategy #3: Employer physical activity

- Insurance rates based on individual PA as incentives
- STRUCTURED PA before or after work – (add: Structured PA)

Strategy #4: Zoning and planning

- Zoning and planning should be more broad (public space)
- What is USDA's role?
- Zoning and policy – public space verbiage
- zoning for worksites, JOINT USE

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Partners and funding
 - Maintaining current partners, strategies for continuing engagement with partners
 - Partners having a voice
 - Partner with employers, Public health advocates, and healthcare
 - Non-competitive funding, rather partner and share allowances
 - Leverage of funding, blend funding
 - Leverage of funding
- Clarity
 - Clear/transparent PA guidelines
 - Clear and timely communication, with time to implement
- Assess current environment
 - What is working now
 - Infrastructure of capacity
- Physical Education
 - Support teacher preparation in physical education and health advocacy
 - Support federal legislation to include physical education and health education as core subjects in the reauthorization of the Elementary and secondary Education Act
- Develop more understanding on needs of mental health departments, where does mental health fit in with physical activity?
- Address safety concerns with community transformation
- Keep our parks open, including national parks

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Workshops on implement/promoting policy
- Step by step guideline, checklists
- Hands on in person training vs. webinars are more effective
- Training on collaborating, working in other sectors, with education/curriculum Public Health: school , worksite, community
 - How to make/implement changes successfully and how to cross these lines
 - Flexibility in program implementation
- Professional development across a broad range
- How to use public space and advocate for public spaces, teach people to advocate for public spaces

Priority 3: Increase consumption of healthier foods

Strategy Assessment

	<u>Strategy 1</u> Cost		<u>Strategy 2</u> Distribution systems		<u>Strategy 3</u> Local level		<u>Strategy 4</u> Marketing	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		x		x		X	
Group 2	x		x		x		X	
Group 3	X		x		x		X	
	<u>Strategy 5</u> Federal food programs		Overall strategy comments and strategies to add: <ul style="list-style-type: none"> • The costs of food affects all • Decrease access to fast food, unhealthy foods • Education a component of all strategies • Access is a gap • Education <ul style="list-style-type: none"> ○ On growing your own ○ Education re: healthy food and nutrition ○ Direct Ed - Corner store conversions not as successful as NxEd ○ Direct NxEd – prep, budget • Life style shift to value meal times <ul style="list-style-type: none"> ○ Lifestyle change, mindfulness ○ Health literature and direct intervention to those in need, most vulnerable, at risk. Work with county health promoters (i.e. promotoras). Add desserts. • Food policy council or alliance / CNAP (SNAP) <ul style="list-style-type: none"> ○ Look at food policy in general, P. 206, p. 16 of COPP ○ Healthy food options in schools ○ Worksite – p21 of COPP, all employees ○ Childcare - P 33 COPP ○ Get on bandwagon and lets move - local/state/fed/ campaigns • Schools – family groups, NACs, empowerment schools, as the hub , many avenues to take • Insurers – translate into a strategy P22 in COPP 					
	Keep/Revise	Drop						
Group 1	X							
Group 2	X							
Group 3	X							

For additional breakdown of data from the Long Beach participant template, please refer to Appendix A of this document.

Added comments, by strategy

Strategy #1: Cost

- Work place supplement, cost for healthier options so that they do not cost more, include foods at restaurants, workplaces, schools

Strategy #2: Distribution systems

- Access
 - To affordable produce
 - Access to families
 - Needs to be inclusive of resident access to local agriculture, seems like only retail
 - Community gardens
 - Farmers markets
- Zoning policies
 - Healthy food zones
 - County zoning for restaurants and retailers to include healthy options
- Partnerships
 - With food banks, restaurants
 - Partner/support local agencies that provide good quality, inexpensive foods
 - Focus on corporate farmers
 - WIC and CalFresh cross promote each other's programs, also school foods
 - CA asoc. and food banks included and their networks
- More community supported agriculture
 - Community supported agriculture
- Local sustainable food systems (farmers markets)
- Schools
 - Partner with those that provide food to schools
 - Focus on county school gardens
 - New schools mandatory to adhere to policy/guidelines stronger enforcement vs existing schools working on them to include healthy options

Strategy #3: Local level

- Compare to recycling programs that are effective
- Tailor to local issues
- Buy local and stay local

Strategy #4: Marketing

- More marketing messaging, innovative and to the level of the consumer.
- Increase direct marketing of healthy foods to parents and children locally
- Local education
 - Local education more effective/cheaper than social marketing
 - Provide customers with availability of healthy foods (what they are, what is healthy to purchase, where to get that)
 - Educate on continuum of choices, balance (not good and bad)
- Should not be demonized, not mimic smoking campaign
- Cultivate positive connections with foods and behaviors

- Big PR not the only focus, more broad and immediate through parent and child driven through advocacy
- Can happen small and grow/quick win
- Strategy 4 was identified by one group as showing up in all 4 questions

Strategy #5: Federal food programs

- Requiring healthy foods
- Community support agriculture
- ID healthy foods
- Recognition and prep skills
- What type of foods, focus on healthy foods
- Adapting principles to personal/life
- Define positive effect
- School meals, WIC, CalFresh – covers all programs, encompass all Fresh Food programs under this
- Cost and Federal Foods Programs work together

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Build on what works
 - Keep programs that are working, cut out those that are not
 - Build from current work
 - Utilize extensive expertise that has been built over past 15 years, use best practices
 - If we change, what will happen to existing programs that communities are used to (Harvest of the Month, Power Play)?
- Streamlining
 - Eliminate duplication of efforts
 - Streamline documentation and admin process
- Local and National Partnerships
 - Increase collaboration and partnerships, national level, recognize strong partnerships
 - Consult and involve local partners
 - Evaluation of local efforts and acknowledge partnerships created/formed
 - Include county promotoras (grassroots level)
- Policy
 - Be directly involved with policy planning
- Mechanisms for sharing resources among partners
 - Continue transparency and sharing
 - Consider state's own internal processes
 - What will the infrastructure look like to prevent fragmentation
 - Ensure that communications takes place between programs

- Multiple RFAs to work in one geographic area -
 - i. How will we stay connected?
 - ii. What will infrastructure look like?
 - iii. Not have repetition of programs or information/ complimenting each other
- Strong, practical, realistic evaluation plan
- Maximize flexibility, leverage funds for sustainability
- Show program successes
- Standardize curriculum for nutrition ed (revamp fully), use across the State, a California model (their group currently uses Michigan's model)

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Minimizing changes down the road
- Train in grant writing
- Overview and expected outcomes of strategies
- Flexibility and support innovative education, assistance with evaluation tools and plans
- Train the trainer programs
- Models that work
- Involvement in policy planning
- Needs assessment - is someone else doing it?
- Contact list for (arrow to comment above)
- TA /training for public policy at all levels
- More consistent communication , interpretation of guidelines among all, Statewide
- Training to bring us up to policy partners

Appendix A: Data from participant template questions # 1-5

Priority 1: Decrease sugary beverage consumption and increase healthy beverage consumption, especially water

Strategy Assessment – number of votes per strategy, per group

	<u>Strategy 1</u> Counter marketing campaign		<u>Strategy 2</u> State and local policies		<u>Strategy 3</u> Marketing to children		<u>Strategy 4</u> Grassroots organizing	
Questions 1-5	Group 1	Group 2	Group 1	Group 2	Group 1	Group 2	Group 1	Group 2
1.Maximum health impact	0	7	8	8	7	0	2	0
2.Address current gaps	2	7	0	3	2	0	3	1
3.Build on/advance efforts	5	3	2	1	0	1	2	2
4.Yield quick wins	3	3	0	1	1	1	1	2
<u>Votes by focus group</u>	<u>Strategy 5</u> Partnership building		<u>Strategy 6</u> Public relations/ media relations advocacy		<u>Strategy 7</u> Message development		<u>Strategy 8</u> Technical assistance	
	Group 1	Group 2	Group 1	Group 2	Group 1	Group 2	Group 1	Group 2
1.Maximum health impact	2	4	0	1	0	1	0	1
2.Address current gaps	4	3	2	2	0	2	1	0
3.Build on/advance efforts	0	5	3	1	2	0	0	5
4.Yield quick wins	2	3	0	2	1	0	0	0
<u>Votes by focus group</u>	<u>Strategy 9</u> Nutrition education							
	Group 1	Group 2						
1.Maximum health impact	7	2						
2.Address current gaps	7	2						
3.Build on/advance efforts	7	1						
4.Yield quick wins	5	2						
5. Overall strategy comments/other strategies to consider: <ul style="list-style-type: none">• Alternatives to sugar = OK per USDA?• Restrict purchases for government programs• Broader, more sustainable SOW for UAs to include policy• Effective evaluation								

Priority 2: Increase physical activity

Strategy Assessment – number of votes per strategy, per group

	<u>Strategy 1</u> School physical activity		<u>Strategy 2</u> Active transport		<u>Strategy 3</u> Employer physical activity		<u>Strategy 4</u> Zoning and planning	
Questions 1-5:	Group 1	Group 2	Group 1	Group 2	Group 1	Group 2	Group 1	Group 2
1. Maximum health impact	8	7	4	5	2	4	2	6
2. Address current gaps	6	5	3	5	1	5	3	5
3. Build on/advance efforts	7	8	3	6	4	6	0	6
4. Yield quick wins	6	8	2	1	2	1	1	3
5. Overall strategy comments/other strategies to consider (references are being made to the 2010 California Obesity Prevention Plan): <ul style="list-style-type: none"> • 3:4 – advocate school meals and workplace policies, vulnerable population captured • 3:6 - advocacy for youth/parents to promote HEAL • 3:6 – HEAL the foundation of daily living – large focus...FAMILIES • 3:6 – target the family to be active together, family intervention – Nut Ed has been the primary focus. Provide an important social mechanism for change in the FAMILY <ul style="list-style-type: none"> ○ Parents are the role model ○ Reciprocal effect – kids – family – worksite ○ Low income population, needs to be comprehensive ○ Active PTA advocating PA • 2:1 – appropriate channeling of education/culturally appropriate • 3:7 – improving access to healthy foods/safe environments • 3:9 – childcare: support PA/Nut Ed training for parents and care givers • 3:8 schools adapt coordinated school health • Environmental policy • Economy development • Partnerships • Professional development • Marketing • Providing PE standards – PE specialists • Behavior change towards PA • Incentivize employer • Partnering with mental health specialists/department 								

Priority 3: Increase consumption of healthier foods

Strategy Assessment – number of votes per strategy, per group

	<u>Strategy 1</u> Cost			<u>Strategy 2</u> Distribution systems			<u>Strategy 3</u> Local level		
Questions 1-5:	Group 1	Group 2	Group 3	Group 1	Group 2	Group 3	Group 1	Group 2	Group 3
1.Maximum health impact	4	7	5	5	1	1	5	4	5
2.Address current gaps	5	6	1	6	6	3	3	2	4
3.Build on/advance efforts	5	4	0	0	1	4	0	2	4
4.Yield quick wins	5	0	0	1	0	0	1	0	0
	<u>Strategy 4</u> Marketing			<u>Strategy 5</u> Federal food programs					
	Group 1	Group 2	Group 3	Group 1	Group 2	Group 3			
1.Maximum health impact	3	4	3	5	8	7			
2.Address current gaps	3	3	5	1	0	0			
3.Build on/advance efforts	6	4	7	0	0	1			
4.Yield quick wins	1	4	4	5	4	8			
5.Overall strategy comments/other strategies to consider: <ul style="list-style-type: none">• Label standards<ul style="list-style-type: none">○ Standards: regulate how label “healthy” items○ Control label laws on packages• Strategies 1, 2 and 5 are important• Strategy 2 was identified by one group as possibly the most important. It received several votes in each of the first 3 questions.• Strategy 4 addresses all questions• Integrated approaches: cost, access, marketing• Provision of intervention for weight management to individual families, along spectrum for families, how to council them• Access and education need to be condensed• Marketing – reducing kids’ exposure, focus on social media, a call to eat healthy• Access to federal meal programs, school meal participation, etc.• Consensus around the 3 strategies,• Consistent messages• Partnerships									

Long Beach Regional Meeting
July 26, 2011
Reflection and Comments

Our Strongest Accomplishment Today Is...

Understanding NEOP

- Have strong understanding of NEOP and what will follow within the coming months and years
- Understanding the framework
- More understanding of NEOP
- Understanding what is known currently
- Getting through the document and all questions
- Finding out what direction the Network is taking

Messaging

- Hopeful that our message will be communicated
- Getting the message out regarding the direction, which is policy not just education. It should be both

Collaboration and Consensus

- Reaching a consensus
- Consensus building
- Working together state and local is important
- Collaboration across many areas of interest
- Our group really came to consensus during our table discussion. I didn't think this would be the case. I was pleasantly surprised
- The powerful changes that result when we work together for a common goal
- Establish common strategies
- Arriving at consensus about strategies, coming from such diverse sectors and roles
- Discussing common strategies
- We are focused on all the right things

Providing Input

- Ability to provide input
- Input from various organizations
- Gathering of opinions and voices shared
- We were able to provide valuable info
- Beginning the conversation involving people
- Allowing a space for dialogue
- An opportunity to share thoughts
- Sharing of ideas
- Group dialogue
- Local input! Thank you!

- Felt heard
- Sharing our experience working with low income populations related to what would better work for this transition
- Identifying needs and expectations from people that have been doing the work and are interested in continuing it to build a better future for our residents
- Network heard our opinions and suggestions
- Provided suggestions for implementation of NEOP program

Addressing Strategies, Outcomes, and Implementation

- The opportunity to discuss in detail the strategies
- Fleshing out strategies in COPP
- Focus on strategies
- Providing input on strategies
- Understanding strategies and having them written out clearly
- Breaking down each key strategy
- I was able to hear ideas and provide input on the PA strategies
- In terms of PA, glad that we all agree that much has to be done to increase PA levels and PA prominence within the community. The strategies suggested are great
- Discussion around the 3 priority areas
- Group discussion activity was great
- Group discussions focusing and addressing the different priorities (outcomes)
- Small group discussion and outcomes
- Clarifying how NEOP will be applicable in my work
- Clear input on what the state should consider in developing the plan

This Session Would Have Been Better if We Had...

Limited Meeting Time

- More time (x18)
- We needed at least two more hours
- Needed more time, maybe 10-3
- Liked the feel of having conversation with the group but hoped we had more time to discuss the other points / topic in the meeting

Receiving Materials Prior to Meeting

- Perhaps provide materials in advance so participants can be prepared to “hit the ground running”
- Obtaining the information / packets prior to attending the meeting. Maybe email or post on the web for download.
- Receiving these questions ahead of time
- All the materials 1 month in advance
- The materials provided ahead of time with clear instructions on what to be expected at the meeting would be helpful

- More prep time
- More background on CA OPP
- Objectives from “think tank” prior to meeting
- A better understanding of policy before the meeting – maybe written proposed literature on session

Meeting Structure

- Stick to agenda! Wished we could have gone through the whole process
- Compress agenda
- Why have a facilitator if we can’t get through the agenda?
- A gentler facilitation
- The management
- Tighter time control
- More time to share best practices
- Having more time to report and discuss in all three areas
- Just a little more time for discussion
- More time to discuss strategies and give comments
- Less reporting time
- More structure regarding the exercises
- Better transition from strategic talk to info for the state
- The small group facilitator was not knowledgeable enough to handle our group
- If the facilitator for the entire group explained the meaning of questions 1-9, because several people in our group read some questions differently
- Clear examples / definition of what the questions mean / are asking so everyone is on the same page with what is being asked
- Clarify what you mean for each question in the small group activity. This way everyone in the group would interpret the question the same way
- A different set of questions – at least for PA
- Explanation of potential / future funding through NEOP... but we know there are so many unknowns
- Add to physical activity a worksite wellness to reach parents who mentor
- Scheduled mid-day
- Have the meeting in the morning (x4)
- Location accessible via public transit is preferable. Many of us had to travel a long way (e.g. the California endowment in LA)

Continued Follow Up and Feedback

- A place where the state takes public comment via fax / email / letters
- More opportunities to see the COP and COPP to strategically analyze think tank vs. exclusions
- Better stated strategies

Refreshments

- The morning meeting needed coffee

As I think about NEOP I'm most excited about...

Public Health and Policy Change

- Optimism
- Change
- Change. I'm excited about the direction of change. This will provide opportunities to make or create better programs
- The new changes, something new to look forward to
- The change and new accomplishments, a new version of goals
- The changes that will ensure our programs are standardized, focused, united, evaluated and successful
- Opportunities for change
- Opportunity for policy and environmental change
- Policy work being allowed
- PSE – getting a chance to work upstream openly
- The focus on nutrition education and policy change
- The coordination of policy, education and marketing together
- The opportunity to expand our efforts and reach to policy and environmental change
- Most excited about what potential policy changes will develop out of NEOP and from this meeting
- Meshing policy and nutrition education outreach efforts. We need both to drive change, and to work in an integrated manner with clear, cohesive messages
- A future opportunity to improve how we get messages out to our families
- Obesity messaging
- Obesity prevention
- The healthy mandate
- Very excited to move towards a public health model
- An opportunity to create new challenges

Expanded Activities

- Have a better understanding of this plan to move forward
- Increased flexibility, ability to work on policy and environmental change
- New guidelines, hopefully they will be more flexible
- More flexibility with programming
- More cross related activities
- Extension of allowable activities
- Changes for our programs to be allowed to be more involved in policy
- Inclusion of PA

Collaborative Possibilities

- New collaboration
- Upcoming meetings and grassroots efforts

- Greater opportunity to provide nutrition education to our target population
- The new changes that will help advance the needs of our target populations
- New opportunities to serve our community

Providing Input

- Those at the local level will have their voices heard
- Possibility for consideration of concerns
- Learning of the new guidelines in January and seeing the impact of our input

Grant Requirements

- Grant based
- No match

As I Think about NEOP I'm Most Concerned About...

Funding Pressure, Increased Competition

- Funding amounts and allotment (x4)
- How the regulations will look and how the funds will be distributed
- Funding methods. Competition for money does not contribute to building collaborations
- Funding – that existing organizations will be funded in this change
- Maintaining current relationships and partners
- Change in funding model without losing partners
- Not starting from the ground up
- Grant competition process
- Competitive grant to take away from sharing
- Losing funding for the network and having to compete for grants
- What will happen to our other programs (i.e. – SIA, Power Play, Network)
- Nutrition education in schools possibly going away
- RFP

Addressing a Resistance to Change

- People who are resistant to this change
- The people that are capacitated are lost in terms of nutrition education and vice versa. Therefore, it is essential to capacitate nutrition educators to understand policy language and efforts and to have them involved in every aspect of the process.
- Losing the Nutrition Education people who don't want to work upstream. Those who think education creates behavior change
- Schools who don't understand the big picture
- Presenting info and educating without being offensive like "telling people what to eat" or that they are "overweight"
- Doing harm, messaging is key
- Challenges that USDA will bring

Concern about Long Term Efforts and Plan Implementation

- Looking at this change with positive light and high hopes I expect things to keep going up from here
- How will the overall infrastructure look?
- Transition plan – what will the full plan look like?
- How soon we can implement the strategies
- Time for implementation (x3)
- Lack of focus on the 0-5 and pregnant women age groups
- Exclusion of mental health in planning NEOP
- We did not have representation from the community. We had school representation but that only impacts youth and their families
- How big the change will be and the impact to our partners and targeted populations
- Freedom to use what is most effective
- The state not taking into consideration our input
- How our voice will be communicated to develop strategies
- The future of the input provided. I hope we are all heard and our input is valued to guide the details behind the strategies
- The Nutrition Education and the communities, first base parent education
- The absence of strategies that will impact behavior change. Knowledge informs beliefs. Beliefs inform attitudes. Attitudes inform behavior. This is a proven theoretical model. We need campaigns around the positive effects of physical activity.
- Too much emphasis on education, not enough on systems change
- Policy changes
- Transition
- Communication from state in a timely manner
- Clarity for new RFA
- Will RN exist?
- Will all be considered UA?

Lack of Recognition for Current Programs

- The infrastructure that will exist that supports documented successes. Lack of recognition for existing programs like CNAP
- Local level hard work will be overlooked or forgotten
- Not listening to the need of educational success such as keeping the support of Harvest of the Month and having power play training

NEOP Fresno Meeting

Consolidation Report by Priority Area

July 27, 2011

Intended Benefit and Impact of NEOP

- Images that come to mind
 - Loss of current funding
 - Competitiveness of getting funding
 - How to maintain current infrastructure
 - New opportunities
 - How non-profit organizations will fit in
- What excites you
 - Potential to reinvent ourselves based on lessons from past 5 years
 - Overall outcomes of our efforts
 - Institutionalize it throughout the state
 - Teach others, provide them tools for better decisions
 - The look of a new California, a norm change
- Why is this important
 - Health mindset will change for the future
 - Instrumental changes, more holistic at schools
- What are you not sure about
 - Employment and job cuts, the financial aspects
- What have we learned from our history
 - Partnerships work, more contacts in the community
 - Sharing optimism and convincing others of new approach
 - Innovative strategies with new partners while maintaining what we have
 - One size does not fit all – flexibility in design
- Values that are important to consider
 - Equity of opportunity
 - Disseminate culturally appropriate materials
 - Behavioral change is difficult
 - Include end users in the design, inclusiveness
 - Sensitive to geographic diversity of central valley, bay area, and s.cal
 - Open minded to all perspectives of those who we serve
 - Do not repeat mistakes made, use what we know works vs not works
 - Define what end-user participation means, getting their input at the local level

Reactions to NEOP Overview

- More clarity needed
 - \$139 million that will decrease, extra \$60 million for 3 years that we need to maximize – is that a good way to look at it?
 - Is funding being tied to Cal Fresh participation?
 - What types of outcomes are they looking for? Rates of obesity? Consumption of certain foods?
 - Will social service orgs who administer Cal Fresh be able to apply for funding?
 - What is the connection between this grant and Cal Fresh enrollment?
 - Does the funding flow from USDA to CDSS?
 - How will current funding streams change? What will and will not be touched?

Priority 1: Decrease sugary beverage consumption and increase healthy beverage consumption, especially water

Strategy Assessment

	<u>Strategy 1</u> Counter marketing campaign		<u>Strategy 2</u> State and local policies		<u>Strategy 3</u> Marketing to children		<u>Strategy 4</u> Grassroots organizing	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		x		x		x	
Group 2	x		x		x		x	

	<u>Strategy 5</u> Partnership building		<u>Strategy 6</u> Public relations/ media relations advocacy		<u>Strategy 7</u> Message development		<u>Strategy 8</u> Technical assistance	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		x		x		x	
Group 2	x		x		x		x	

	<u>Strategy 9</u> Nutrition education		Overall strategy comments: <ul style="list-style-type: none"> Keep all 9 strategies All strategies – don't reinvent wheel, utilize what's been developed, what has worked
	Keep/Revise	Drop	
Group 1	x		
Group 2	x		

Added comments, by strategy

Strategy #1: Counter marketing campaign

- Partnership with stakeholders on counter-media campaign – make sure we do not use up all our money (Pediatrics Assoc., healthcare providers, etc.)

Strategy #2: State and local policies

- Change language to say “sugar sweetened beverages”, not just soda
- Policy development
- Need a strategy for all to have access to the healthy beverage, like clean drinking water

Strategy #3: Marketing to children

- Add healthy messaging/education
- Being sensitive to messages and youth marketing scare tactics

Strategy #4: Grassroots organizing

- Developing community advocacy capacity sustainability

Strategy #5: Partnership building

- Add youth (they get left out)
- Social services, healthcare, schools, child care, public health departments

Strategy #7: Message development

- Needs to be reworded if kept
- Make a visual impact – inside your body (like tobacco with lungs)
- Remove the gloves - make it strong
- Importance of consistent messaging
- Develop something showing negative aspects of sugary drinks, how much sugar is in soda
- Making culturally appropriate materials

Strategy #8: Technical assistance

- Revise wording

Strategy #9: Nutrition education

- Include hydration with water vs sports drinks
- At all ages and populations, demographics
- Expand the focus to include all ages
- Educate everyone in the family, not just the women, about why certain beverages are better to drink, for example why 1% milk is better than 2% milk
- Increase understanding of sugar and its effects on brain, body, behavior(what are the pros/cons)

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Social media as a marketing tool, money for updating, trendy site relative to adolescents (Facebook, Twitter)
- So be the tax! Mimic the tobacco tax! Take the gloves off!
- Keeping a consistent message – like Rethink Your Drink
- Phases – planning, implementation, transition steps
- Sustaining existing partnerships and developing new
- Maintaining existing infrastructures that work but evolving to meet new needs, adding new ideas
- Early engagement of CalFresh
 - Ability to work more closely with CalFresh agencies
 - Mandatory participation for CalFresh participants to receive nutrition education
- Measurement tool/being able to access data, like EBT purchasing

- Connecting similarly funded programs
- Ability to advocate more directly
- Best practices

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Keep training consistent

Priority 2: Increase physical activity

Strategy Assessment

	<u>Strategy 1</u> School physical activity		<u>Strategy 2</u> Active transport		<u>Strategy 3</u> Employer physical activity		<u>Strategy 4</u> Zoning and planning	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	X		x		x		x	
Group 2	X		x		x		x	
Overall strategy comments: <ul style="list-style-type: none"> • Both groups voted to keep all strategies • 2 and 4 are interrelated – work together • Coordination among state agencies is very important: schools and active transport to work together • Add family involvement in physical activity • Add ethnically appropriate physical activities 								

Added comments, by strategy

Strategy #1: School physical activity

- Adding Coordinated School Health (CSH) approach
- Integrate PA knowledge into curriculum – how muscles work, etc.
- Safe school routes
- Education and physical activity equally important
- Revise integration into lifestyle of the school day
- Revise joint use of school facilities for after hour use, weight room, pool, etc.
- Maximizing existing, available resources: joint use schools and youth centers
- Emphasis on actual physical activity
- Link physical activity to improved mental health
- Schools need admin. accountability for PE minutes at schools, teachers are being told that they can skip over PE minutes for other subjects linked to STAR testing

Strategy #2: Active transport

- Adequate info on resources, where to bike and hike

Strategy #3: Employer physical activity

- Employers must encourage employees to exercise during the day
- Monitoring feedback, identifying special needs
- Priority not as high as the others

Strategy #4: Zoning and planning

- Safety, peoples' perceptions of safe neighborhoods
- Park improvements to encourage PA

- Safe outdoor activities
- More indoor recreation, shady places during summer heat with trees
- Affordable scholarships for PA places, like access to nearby national parks

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Maximize existing resources, joint use, multidisciplinary
 - Take into consideration existing efforts/groups/resources
 - Joint use, maximizing current resources, i.e.: schools, existing resources
 - Make data available to everyone
 - Building on current resources, within the communities
 - Community and academic resources working together
 - Multidisciplinary approach, planners working with schools, intentionality
 - Collaboration among agencies/partnership development
- Reaching out to experts and past funding, analyzing what works and does not work
- Ensure people are aware of changes through effective communication, empowerment
- Step by step implementation guide, action planning for transition
- Outcome focus – allow community members to set their own goals to gain their support
- Incentive-based framework
- Infrastructure to allow for PA, cultural realignment: safe intersections, water
- Funding for local evaluation vs external evaluation
- Poverty-focused efforts through job creation and training
 - Poverty is a main cause of obesity
 - Indicator for poverty reduction
 - Skills for residents, job creation
 - Idea development for healthy eating, idea banks

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Requirement, on going training for government officials so they understand land use decisions and processes
- City planning - understanding government process for land use decisions

Priority 3: Increase consumption of healthier foods

Strategy Assessment

	<u>Strategy 1</u> Cost		<u>Strategy 2</u> Distribution systems		<u>Strategy 3</u> Local level	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	X		x		x	
Group 2	X		x		x	

	<u>Strategy 4</u> Marketing		<u>Strategy 5</u> Federal food programs	
	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	X		X	
Group 2	X		X	
<p>Overall Strategy Comments</p> <ul style="list-style-type: none"> • Keep all strategies • Obtain more accurate data specific to strategies being worked on • Establish local policies to restrict/limit fast food establishments • Skill building education and reinforcement (could be partners) • Incentivizing restaurants to open healthy fast food restaurants 				

Added comments, by strategy

Strategy #1: Cost

- Cost of healthy foods is reasonable
- Have a policy to make it possible to lower costs of healthy foods
- Add cost for access to healthy foods

Strategy #2: Distribution systems

- Enhance distribution/procurement systems
- Increasing access to farm workers and locations of Farmers Markets

Strategy #3: Local level

- Work at the local level for more grocery corner stores
- Education at the local level
- Bringing farmers to the table, part of the conversation
- Promote home gardens/community gardens, education of how to grow
- Create culturally diverse cook books, foods people love to eat

Strategy #4: Marketing

- Omit negative aspects of marketing (i.e. change “decrease marketing of unhealthy foods to kids”). Market negative impacts of the unhealthy foods.
- Adding education/hands on component

Strategy #5: Federal foods programs

- Incentivizing healthy food purchases w/Food Stamps ex.MA, Federal food programs to include opportunities
- Define approved food stamp foods, ex WIC model that limits certain foods
- Policies to increase fresh produce in federally funded food programs
- Getting rid of fingerprinting, 6 month increments, Food Stamps/CalFresh/MediCal one-stop shop
- Provider reimbursement
- \$ for education/prevention group at health centers, redemption money at health centers, home economics, food demos
- Add language for school meal programs
 - Locally grown fruits and vegetables at schools
 - Healthy snacks, not pizza, not mac & cheese
- Add user friendly internet sites for state workers and the public
 - Eligibility criteria for state workers so they can help the public
 - User friendly for the public for access to information

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Policies need to be partnered with skill building and reinforcement to be effective
- Governing body over outcome evaluation
- Funding
 - Funding allocated based on need of communities (e.g. obesity rates, food insecurity, poverty, etc.)
 - Using evaluation plans to determine funding opportunities
- Look at programs already in place because of experience (what works vs not)
- Messaging
 - CDE, CDPH, etc. communications to work together, similar messages
 - Common language across counties so no mixed messages are sent to communities
 - Add messaging to those who think they already eat well (for all focus groups)
 -
- Link between counties on CalFresh programs and other programs
- Respecting demographics (large areas, cultures are different, etc.)

- Looking at messenger of education – involve the Mexican Consulate, other ethnically appropriate people, promotoras, faith based leads, people are scared of deportation, people they can trust

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Stakeholders and participants may need training to write/implement/advocate policies
- Training/support to educate policymakers around these policies
- Training of local agencies (country/community specific rules/regulations)
- Cultural and demographically competent at the client support level

Accelerating Success through Local Partnerships – all table groups combined

Create a Culture/Environment for Successful Partnerships

- Common goals and messages
 - Common goals and messages help drive partnerships
 - Common goals
 - Strategic planning with goals and objectives
 - Use the common goals and messages
 - Shared vision
 - Access, same goals, same commitment
 - Mission drives partnerships, not the money
 - Emphasize communications
- Outcomes focused
 - Focus on action/outcomes from all levels of community
 - Coming to the table for the cause and the outcomes, not for the funding since it may go away
 - Return on investment partners
- Overcoming territorialism
 - Collaboration – win/win for all involved, not one person taking all the success
 - Partners to overcome the territorialism, share ideas and resources
 - Required to work together
 - Mandated to develop partnerships in order to receive funding
 - Laws are breaking apart working partnerships
 - Same mission, diverse expertise, non-territorial
 - Working to make decisions based on what is good from the community, absence of territory
 - Concerned with competitive nature
 - Concerns about competitive environment
 - Access + Alliances + Expertise to overcome territorial nature
 - Grassroots outreach and engagement in process
 - Relationships, relationships, relationships
 - Communication
- Group led topic and interest
- Access, expertise, alliance
- Diverse expertise
- Takes time to build partnerships with short funding period
- Healthy environment created for women and families

Engage local leaders

- City councils, government agencies, local businesses with CBOs
- Explore planning committees for partnerships – school boards, Dept. of Parks and Recreation
- Representation from fast food and soda companies (invite them over for dinner)

- Demanding more accountability from our elected officials to listen to constituents

Engage the community

- More active community participation in planning and decision making process
- Program monitoring and follow-up through community meetings/community assessment/surveys/phone calls
- Community events using multiple partners
- Communities understand goals and outcomes

Good partners for NEOP

- California Action for Healthy Kids – resource groups, non-government group
- County Office of Education
- Central Valley Health Network – policy changes, California wide org.
- California Primary Care Association – policy changes, California wide org.
- Head Start, WIC, Food Banks, Cooperative Extensions
- Building Healthy Communities
- CA Endowment
- Health Care Plans (Kaiser, HN, Blue Cross, Blue Shield)
- WIC and Farmers Markets
- Schools – FSNEP – wellness – multiple layers/COE/SD
- Health care providers – WIC
- CVHNC
- CCROPP
- PHDs
- CVCDP
- UC Davis
- Firebough – San Joaquin
- Community Health Centers and WIC programs
- City Council and School Boards
- Promotores

Other groups

- Farming
 - Farm Bureau
 - Farm System Alliance
 - Farmers and farm worker unions, cooperative extension
 - Farmers
 - Dept. of Ag
 -
- Education
 - School districts, County Office of Education
 - Schools
 - School boards and school administrators, involved together
 - State PTA

- University
 - Migrant Education
- Healthcare
 - School nurses, health care providers
 - Health care
 - Public health
 - Mental health
 - Behavior modification groups
- Government
 - Strong Cities, Strong Communities – White House \$ coming into Fresno
 - NALEO/Local Government Commissions
 - Dept. of Social Services, Registered Dietitians (ADA)
 - County office
 - Social service agencies
 - City offices
 - Planning committees
 - Recreation and leisure departments
- Faith based organizations
- Businesses
- Grassroots
- Non-profits
- Specific Groups
 - Small Communities Network - Climate Plan, Transform America
 - Feeding America
 - Local Hunger Task Force
 - Smart Valley Places and those cities are a part of this
 - ST Valley Network
 - Youth leadership, 4H, Future Farmers of America

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Strategic planning
- “Partner Resource Guide” – showing how other organizations work
- Opportunities for more discussion
- Ongoing training at all levels
 - Ongoing trainings, updates to past trainings, connecting the field so people know each other, multi-level training at all levels
 - Ongoing training at all levels, not just a one time thing

Closing remarks from Peggy – recap on themes she heard

- Strategies were reaffirmed, comfort that people feel good about these
- Messaging: consistent, culturally appropriate, and who delivers them
- Community engagement at all levels
- Coordination at local and state levels
- Incentives for businesses and individuals
- Policy change and education for implementing these changes
- Building on current infrastructure and on what works
- Safety theme: safe water, safe access to PA, Safe routes to school, daily walking, sun safety
- Cost is a big barrier across all 3 focus areas
- Training needs that stood out: advocacy skills, land use, action planning

Fresno Regional Meeting
July 27, 2011
Reflection and Comments

Our Strongest Accomplishment Today Is...

Understanding NEOP

- Good information shared
- All the great information
- Reviewing COPP and strategies from the Think Tank

Collaboration and Consensus

- Bringing people from different disciplines together to collaborate
- Bringing organizations with common goals together
- Getting a good variety of people
- Team work to meet our goal for the day
- Diverse group
- Thinking together
- Exchange of ideas
- Sharing ideas
- Great discussion

Providing Input

- Involvement of the community, everyone's voice being heard
- Allowing voices to be heard. Thank you!
- Hearing everyone's ideas
- People being heard
- Sharing ideas. There was a diverse group of people from different sectors and it was helpful to me to see things from their perspectives.
- Bringing different individuals together to brainstorm on current information. This helps the planning process.
- Being able to participate in the discussion. Giving our input.
- Stakeholder input
- Great conversations and good ideas
- Captured what the community(ies) want

Addressing Strategies, Outcomes, and Implementation

- Obesity
- Attacking our strategies and partnership segments

Meeting Process

- Participant engagement. Good Job.

- Great activities that generated active participation
- Facilitator kept us on track
- Everything flowed very well
- Getting through the agenda
- Brainstorming (x2)
- First small group activity
- Facilitators for break out / small group discussions
- Great meeting

This Session Would Have Been Better if We Had...

Limited Meeting Time

- More time (x11)
- Time for both the small and large groups
- Time for all ideas to be expressed
- Time for more specifics on topics
- Time to network with new people

Receiving Materials Prior to Meeting

- Reading
- Prior knowledge
- As a physician, I have less knowledge about funding and state / federal organizations so this would have been better if I had more experience.

Meeting Structure

- Spend time geographically on issues
- More PA – doing.... Getting physical
- Last part seemed rushed
- Too long

Continued Follow Up and Feedback

- I hope we hear about the outcomes of these three regional meetings
- A better explanation of what to expect in the future if everything goes according to CDPH's plan

Refreshments

- Food

Communities Invited

- Having farmers at the table

As I think about NEOP I'm most excited about...

Public Health and Policy Change

- The future. Moving forward and being able to do more with our funding and partners.
- Heartening to hear that these federal funds will have an expanded use
- A chance to reinvent
- Change
- New ways to do things
- Opportunities this will bring
- Value being placed on health
- Consistency
- Making positive changes in community messaging. Creating consistency and policy change.
- The potential and possibility to work at the environmental and policy level
- Combining healthy food and education
- Strategies that will reach people who need education
- Implementing or creating effective strategies
- The incorporation of PA and SSB
- The future and having more details about what will happen in a timely manner
- Seeing results, seeing statistics once we have made the effort to prevent obesity
- Learning more about the NEOP program

Expanded Activities

- New opportunities (x2)
- The new opportunities for programs
- Less restrictions and limitations
- Having fewer limitations
- Opportunities to do and address more
- New options as compared to SNAP Ed

Collaborative Possibilities

- The partnering of agencies and pooling the best resources of those agencies
- Partners in the community that share the same goals
- Collaborating with other agencies
- Collaboration
- Including community grass roots leaders "Promotores" in implementing these programs
- If WIC can be involved in the future
- Opportunities for collaboration and the benefits to CalFRESH participant. Creating healthy families.

Providing Input

- The board bringing individuals together to give input and analyze the NEOP plan

Grant Requirements

- The non-matching requirements

As I Think about NEOP I'm Most Concerned About...

Funding Pressure, Increased Competition

- Loss or decrease of funding (x5)
- How funding will affect our current effort
- How funding decreases may be made. Will this build an infrastructure locally or will it be time based (3yr) grants?
- Loss of dollars that comes in 2018 (x2)
- Making an impact with effective strategies and limited funding
- Availability of funding to all counties and not just those with high CalFRESH enrollment
- Funding and RFA / RFP
- Competition for money (x3)
- How partnerships will change

Addressing a Resistance to Change

- Resistance to change
- Fear of change preventing innovation and improvements

Concern about Long Term Efforts and Plan Implementation

- Will it reach, be equally successful or equally distributed to my rural communities?
- Being successful, making an impact and improving our obesity rates
- Building upon what works but evolving to meet the needs in the CV to impact obesity
- Utilizing existing program structures but enhance them to have capability to do more, have a greater impact
- If guidelines are as restrictive as SNAP-Ed then we will not accomplish good things in our communities. Promote out of the box approaches.
- Access. Too much red tape.
- That we won't be able to work at the environmental and policy level
- Most of the action items and work would be focused at the state level
- Lack of focus on CalFRESH eligibility
- Creating healthy families
- Employment

NEOP Oakland Meeting
Consolidation Report by Priority Area
July 29, 2011

Intended Benefit and Impact of NEOP

- Images that come to mind
 - Streamlining
 - A box that has been opened up and can do more
 - Multi-disciplinary efforts
 - Transparency
 - Using environmental systems and change efforts into education components
 - Boats going in the same direction
 - Diverse rowers (agencies) rowing the boat
- What is exciting about this change?
 - Long overdue
 - Better enable us serve our populations
 - Stronger integration of Nutrition Education to make a solid impact
 - Foster better coordination
 - Programs informing policy
 - Sustainable systemic change
- Not sure about
 - Transition going into a competitive process, competing with each other
 - Top down, grassroots being cut out
 - Increase CalFresh participation
 - Cumbersome reporting process remaining
 - Don't let go of the old for the new, until proper analysis
 - Clearly identify roles of each partner
 - Readdress food security and hungry families (Healthy Foods Act)
 - Allow for latitude on targeting, does not put on restrictions
 - Physical activity remains a key part to community intervention
 - Cultural competency, bringing in obesity framework and communities who react to terms and phrasing about obesity
- What have we learned from our history (35:37)
 - People's relationship to food is complex, no simple answer, cannot cut out 1 piece and expect a change
 - Moving away from working in silos and working together to find solutions
 - Working in regional collaboratives can be effective toward sharing best practices amongst counties and communities
 - Community input and their wisdom that we need to listen to

- Local intervention allows for community verability and flexibility, one size does not fit all
- No cookie cutter approach, ability to customize programs
- Collaboration is powerful, at state and local levels, power and partnership
- Values to guide work so that projects (38:45)
 - Equity
 - Respect that local agencies add value, each partner is valued
 - Respect for communities that we work in
 - Respect for work done over past 14 years
 - What is best for urban is not best for rural, balance between urban and rural
 - Credibility with our process, solid evaluation process, in the public's view
 - Value information from local input
 - Do not reinvent what already works, not creating a parallel infrastructure
 - Respect innovative and creative approaches, keep surprising ourselves, not get fearful

Reactions to NEOP Overview

- More Clarity Needed
 - Will NEOP funded projects address all 3 priority areas?
 - Will we be allowed to work on policy, with institutions at the local level?
 - Would we be required to address all 3 areas at once, or can we address only 1 of the areas?
 - What might, could the 3-year transition plan include?
 - Increasing water consumption and drinking fountains in public schools, how are these addressed together?
 - Any quick win examples? Are drinking fountains a quick win?
 - Where does evaluation, structure, support, technical assistance, media fit into the dialogue?
 - Will each grantee have guidelines?
 - Will these recommendations be part of the dialogue with the USDA?
 - Are we talking about strategies, not structure, for NEOP?
 - Are these strategies for the different levels of prevention (pyramid levels)?
 - Where do we mention school lunches and influence requirements for meals?
 - Is this our last opportunity to provide comment or input for NEOP?

Priority 1: Decrease sugary beverage consumption and increase healthy beverage consumption, especially water

Strategy Assessment

	<u>Strategy 1</u> Counter marketing campaign		<u>Strategy 2</u> State and local policies		<u>Strategy 3</u> Marketing to children		<u>Strategy 4</u> Grassroots organizing	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		x		x		x	
Group 2	x		x		x		x	
Group 3	x		x		x		x	

	<u>Strategy 5</u> Partnership building		<u>Strategy 6</u> Public relations/ media relations advocacy		<u>Strategy 7</u> Message development		<u>Strategy 8</u> Technical assistance	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		x		x		x	
Group 2	x		x		x		x	
Group 3	x		x		x		x	

	<u>Strategy 9</u> Nutrition education		Overall strategy comments: <ul style="list-style-type: none"> Keep all 9 strategies 1 and 2 are interconnected <ul style="list-style-type: none"> Major outcomes, with others falling underneath All other strategies support accomplishing 1 and 2 Strategies 1, 3, 6 and 7 can be combined Strategies 4 and 5 can be combined Collapse 6 and 7 Integrate Nutrition Education throughout the strategies Education is key
	Keep/Revise	Drop	
Group 1	x		
Group 2	x		
Group 3	x		

Added comments, by strategy

Strategy #1: Counter marketing campaign

- Tell truth about sugar sweetened beverages/"soda" decrease censorship
- We should have the ability to reference brand name beverages in health education, etc.
- Remove the gag order on unhealthy foods

Strategy #2: State and local policies

- Expand policies to include Local School Wellness Policies
- Resources for creating and implementing policy
 - water in schools, communities, work sites

- Resources to implement policies that have been passed/Wellness Policies
- Freedom, liberty to work with state and national organizations re: policy
- Make sure there is funding to support policy change
- Don't allow soda purchases with Cal Fresh
- Recognize education with policy and environmental changes

Strategy #4: Grassroots organizing

- Add marketing/media lens
 - Professional
 - Home grown, community developed and based

Strategy #5: Partnership building

- Include other “potential” partners: law enforcement, to get buy-in
- Building on existing relationships and partnerships

Strategy #6: Public relations/media relations advocacy

- Drop paid media and add pro bono partnership building for free media at the statewide level
- Create positive marketing of water campaign
-

Strategy #7: Message development

- Tell truth about sugar sweetened beverages/“soda”, decrease censorship
- Develop culturally appropriate message
- We should have the ability to reference brand name beverages in health education, etc.
- Remove the gag order on unhealthy foods

Strategy #8: Technical assistance

- Looking for more specifics on TA support. Suggesting staff support would continue, and workshops
- Tech assistance, a resource to help push policy, separate strategy

What would you like the State to consider in the Transition Plan

Transition Plan and Operational Recommendations

- Build capacities for collaboration
 - Accountability
 - Evaluation
 - Need state buy-in to combine efforts, permissions due to regulation that vary from program to program, system to system
 - Define clear guidelines to work collaboratively
 - Create more cooperation/collaboration vs competition

- Provide technical assistance for partnership efforts
- Requiring collaboration
- Be culturally competent
- Funding for resources for partnership efforts
- Streamline the reporting and documentation process
- Help with partnership development, contacts in media, water awareness, water districts, Ca. Dept Ed – water to students
- *Win/win mentality in the development of partnerships, mutual benefits to all partners*
- Development of strategic partnerships at state level with Calif. Medical Association, etc. and state agencies such as Calif Dept of Education, etc
- Flexibility needed
- Leverage existing assets
 - Consider current infrastructure – schools, health departments, Dept of Ed
 - Value existing partners and partnerships
 - Utilize existing network structure, and expand partnerships
 - Consideration for currently funded programs
- Provide timely and transparent communications
 - Transparency and inclusion in the entire process
 - Share specific names of Think Tank participants
 - Updates along the way with sufficient lead time
 - Transparent and inclusive
- Provide specific definitions, spell out
 - residents/youth
 - stakeholders agencies
 - local government, schools, CBOs/NGOs
 - community collaborators
- Engage the industry
 - Engage the industry on the educational approach
 - Engage industries in educational approaches
 - Recognize other area approaches: farming, industry
 - Work with the soda industry to make healthy changes, working upstream
- NERI
- Focus on specific channels, including school, worksites, etc.
- Don't lose focus on food security

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Cultural competency component
- Technical Assistance: Best Practices
 - “How to” implement plan?
 - Evaluation assessment

- Need data to support the work, evals at beginning of projects, not at the end
- Grant writing

Accelerating Success through Local Partnerships

Create a Culture/Environment for Successful Partnerships

- A lot of brainstorming: what's working, constant ongoing communication
- Needs are being met
- Common goals/clear vision/integrated action/defined plan/clear expectations/roles
- Outcomes – the work gets done
- Inclusiveness

Engage the community

- Listening to community input
- Consumer input
- Need to consider flexibility, structure, \$ for local input at beginning of the process

Assessment tools at the local level

- Asset mapping – integration and simplification
- Local assessment expertise: who's who, who's doing what, what's needed
- Funding for evaluation assessment at the local level
- Build an assessment
- Define direction

Policy Development

- Local school wellness policies (LSWP)

Other Overall Themes

Use best practices

- Signature events – Power up your Summer, Fruit and Veggie Fest, etc.

Ensure Flexibility for Engagement at the Local Level

- Working in all neighborhoods, with all groups
 - Freedom to work in all income areas to change community norms and environmental change, change the norm across all neighborhoods
 - Support innovative local approaches to decreasing SSB – tailor to each community, bottom-up, adequate and adaptive for local communities
 - Public Health Depts are key to developing successful local partnerships
 - Invite to join, integrate, identify agencies with common goal
 - Community and youth must be at the table
 - Partners should be able to be recruited independent of census tract restrictions
 - Free to chose community partners, independent of census tract restrictions
- Go where the people are
 - Churches – have a captive audience to work with
 - After school programs contribute to successful partnerships– kids are already there

- Food banks – ability to enroll people into CalFresh
- Outreach to new groups
 - Reaching out to people/organizations you may not typically work with – such as social justice partners
 - Reaching out to non-traditional
 - Outreach – outreach – outreach, media, dignitaries, community leaders, etc

Mindful Messaging

- Be aware of language being used
 - “Minority populations” is not right language
 - “Obesity prevention” is not the right language
 - Change NEOP to The California Wellness Plan (take obesity out)

Priority 2: Increase Physical Activity

Strategy Assessment

	Strategy 1 School physical activity		Strategy 2 Active transport		Strategy 3 Employer physical activity		Strategy 4 Zoning and planning	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	X		x		x	x	x	
Group 2	X		x		x		x	
Overall strategy comment: <ul style="list-style-type: none"> While most participants agreed to keep all strategies, in Group 1 some voted to drop Strategy #3 for the reason that it does not reach the target population. 								

Added comments, by strategy

Strategy #1: School physical activity

- Increase number of PE teachers
- Improve/strengthen PE curriculum and professional development of teachers
- Incentivize schools who increase PE minutes in first 2 NEOP years to ensure some sustainability 2014-2018
- Physical education (mandated)
- Add physical education, not just physical activity/including before and after school
- PA definition more robust than physical education, PE teachers as role models
- PA to be included in standards testing, hold schools accountable
- Advocacy to understand the benefits of these areas (i.e. PE adds to test scores)
- If (as suggested) you tie PA to testing (school's accountable for results) you will stigmatize the activity. Was done with Presidential Physical Fitness Testing in the 70's and 80's and was awful. Make it fun to make it a habit."
- Incentivize schools with improved fitness scores to ensure sustainability
- Physical activity back into school (recess)
- School yard improvement/joint use
- Safe routes to schools, school patrols
- Subsidize kids to be able to join sports/play activities
- Physical Ed is not just for children

Strategy #2: Active transport

- Safe routes to schools, school patrols
- Provide education on how to get to recreational spaces via public transportation
- Improve public transit
- Include availability of both biking and hiking trails
- Transportation bill to support walking, biking, and active transportation

- Shift transportation policy for communities built for walking and biking, not for cars

Strategy #3: Employer physical activity

- Incentivize work site wellness programs to encourage exercise, improve environment to promote activities
- Some folks in one group suggests to drop this strategy for it does not reach CA's most vulnerable populations
- One person from the larger group stated that Employer PA is very important to include (Shasta example of success)

Strategy #4: Zoning and planning

- Ensure funding streams for park improvements/maintenance
- Safety issues, folks off the street having something to do
- Design programs outreach to regional and city parks
- Education on how to get to recreational spaces via public transportation
- Walkable and bikeable access to parks
- Safe routes to schools, school patrols
- Create safe places for "normal" activity,
- Incentivize work site wellness programs to encourage exercise, improve environment to promote activities
- improve community input to process of planning
- Solicit community input about what is needed and increase awareness of resources available to people
- Zoning and planning increase availability for parks

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Need a coordinator/integrator
 - Need a PA coordinator at the regional level to continue to integrate PA into all venues and programming
- Assess current environment
 - Assess current partnerships and build on those relationships
 - An assessment of current resources and overlaps
 - Partner with researchers (CSUS/UC) to measure/analyze data
- Build on what we have
 - Expand on what we have and integrate
 - Connecting to things already going
 - Best practices (connect, lots done)/needs to be shared, using what we learned
- Provide information for networking

- Provide resources of existing organizations (database, res. directory)
- Provide clarity of evaluation
 - Provide clarity of evaluation, goals, program, etc.
- Support for multi-lingual populations
- Develop a sustainable, collaborative funding strategy
 - Fund collaborations/coalitions at each county level to ensure we partner together
 - Same funding stream, leveraging and sharing
 - Not competing for funding is very important
 - Sustainability funds for existing grantees
 - Reasonable expectation about building relationship and community change, sustainability, funding to reflect a longer term approach
 - Build into RFA collaboration, so that we are not competing with each other
 - Buckets (big) of money / collaborations
 - Plan for the allocation of decreasing funds
- Strategies must be implemented in such a way as to change social norms (affecting everybody)
- Develop a good outline process for transition

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Training on cultural competency and diversity is a must, as it pertains to PA
 - Not all Asians put high priority on organized PA, but value walking, etc.
 - African Americans respond differently to programs
 - Specific concerns for African Americans who make up 6.7% of CA population but have very high rates of obesity at 74%
- Educating about zoning and planning
- Grant writing and grant opportunities, identifying new partners
- Understanding process of funding for parks/schools
- Evidence based PA training
- Training on advocacy
- Training on Streets Alive (San Mateo) concepts

Accelerating Success through Local Partnerships

Create a Culture/Environment for Successful Partnerships

- Respect
- Clear communication
- Accountability
- People willing to share and common goal, common passion
- Transparency – discussing shared outcomes and consensus

Coalitions – advocacy

Engage local leaders

- Engage local policy leaders into Health: city leaders, non-profit boards, organizations
- Identify new key players/partners (library, beauty shops, etc)
- Identify key players, Build trust and respect
- Networking, making relationships

Engage the community

- Create opportunities for community input
- Community involvement in the whole planning process
- Engage the community in planning process

Other Overall Themes

Whole Family, Whole Systems Approach

- Direct community interventions involving entire family
- Include PA for the entire family
- Reinforce kids' education with family
- Org/system/policy change across systems such as children, schools, work sites
- Physical health, mental health, academic performance: all factors are important

Use Best Practices

- Increase participation in Governor's PA challenge
- Midnight Basketball
- Streets Alive

Ensure Flexibility for Engagement at the Local Level

- Flexible community approaches
 - Ensure flexibility in PA portion of SOW so that resources and tools can be modified depending on population to be reached
 - Flexibility on outcomes/expectations (Shape of Yoga Fit Deck developed for limited audience)
 - Need outside funding for PA so that there are fewer unallowables for community approaches at the regional level
- Understanding the process

Mindful Messaging

- Focus on a single campaign
 - Let's Move - inspiration, model, incentives
 - A wellness message, not separate nutrition education - they work together as 1 message
 - Each strategy needs to be connected to a coordinated message
- Rethink term "PA"
 - Use "being active" or "movement"
 - PA is more than moving around
- Market physical activity to the masses, how to create the proper environment for health and exercise, not negative
- Link nutrition messages, education into safe routes to school efforts

Priority 3: Increase consumption of healthier foods

Strategy Assessment

	<u>Strategy 1</u> Cost		<u>Strategy 2</u> Distribution systems		<u>Strategy 3</u> Local level	
	Keep/Revise	Drop	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	x		X		x	
Group 2	x		X		x	
Group 3	x		X		x	
Group 4	x		X		x	

	<u>Strategy 4</u> Marketing		<u>Strategy 5</u> Federal food programs	
	Keep/Revise	Drop	Keep/Revise	Drop
Group 1	X		X	
Group 2	X		X	
Group 3	X		X	
Group 4	X		x	

Overall Strategy Comments

- Keep all strategies
- Integration in all strategies
- None of these will work independently
- Nutrition education
 - Nutrition education to individuals and families (home ec)
 - Nutrition ed strategies in schools and communities, youth programs and work sites
 - Nutrition ed strategies focused on gardening and cooking of fruits and vegetables, in school communities
 - Add Nutrition Education, Wellness Education
 - Malnutrition and obesity , underlying causes due to malnutrition
- Policy
 - Local school wellness policies: support in implementation and accountability
 - Add Policy, licensing and Regulations
 - Taxing unhealthy foods
- Access to foods
 - Food bank
 - Food Safety Net
- Add Retail Ed, marketing, product placement

Added comments, by strategy

Strategy #1: Cost

- Highest priority, as stated by 2 of the 4 groups
- Addition of self efficacy, food preference and cultural familiarity

- Decrease cost of healthy food in comparison to unhealthy foods

Strategy #2: Distribution systems

- Change “distribution” (too limiting) to addressing the whole food systems
- Specify school meals in here
- Distribution Systems and Access
- Link with farmers and producers
- Improving school meals
- Enhance regional food hubs, use USDA language
- Local access to: school gardens, community gardens, local farms, farmers’ markets, farm stands, CSA/direct farmer to consumer, community kitchens

Strategy #3: Local level

- Community member, capacity development for advocacy
- Local policy/ordinances that impact access (example: healthy vending)
- Community Garden support
- Garden/Agricultural education
- Family centered education in nutrition and resource management/financial literacy
- Local access through community gardens, CSAs, farm to school, school gardens, farmers market/EBT
- Use “propotora” model (peer education) with adults and youth

Strategy #4: Marketing

- Lowest priority, as stated by one of the four groups
- Addition of self efficacy, food preference and cultural familiarity
- Add: Regulation of marketing of unhealthy foods, communications strategy
- Add: Increase grassroots youth-led social-media marketing efforts of healthy foods.

Strategy #5: Federal foods programs

- Add “top up” \$ to EBT and WIC for shopping for Healthy Fruit and Veg
- Allow NEOP funds to pay for meals, child care, farmer market coupons
- Increase participation thru innovation, waivers at the county level, public/private partnerships (example: food stamp outreach and grocery stores), one stop shopping for eligibility

What would you like the State to consider in the Transition Plan?

Transition Plan and Operational Recommendations

- Outcomes
 - Statewide measureable outcomes that all are working towards together
 - Outcomes to go beyond low income population

- Access to county/regional PA/weight stats as baseline and system to monitor progress (for schools, cities)
- Access to regional obesity prevention assessment results – including national movements
- Collaborative action and impact outcomes linked to momentum of other efforts beyond child obesity prevention plans
- Evaluation: logic model, outcome, formative
- Evaluation models
- Evaluation (Impact)
- Relevant and appropriate evaluation tools
- Joint use agreements, to incentivizing groups to collaborate (ex. WIC, schools)
- Assess and build on what is working
 - Evaluate carefully what is sustainable/feasible before funding drops
 - Do not re-invent the wheel (assess what's working)
 - Successes so far, if a program is working continue it
 - Build on existing state systems to create roles and collaboration and structure for leadership and guidance.
- Coordination of all statewide funders/funding and grantees
 - Coordination funder mission/vision
 - Fund development
 - Funding
 - Oversight
 - Funding/develop partnerships with national and statewide stakeholders
 - Convene partners continuously for coordination
 - Fresh network/CDPH, CDE, UCCE efforts. Build infrastructure, clear roles at state level.
 - Coordination
- Streamlining
 - Reduce paper pushing and approval requirements
 - Remove paperwork requirements
 - Mesh network and UC efforts together
 - Access to resources: staff, access land
 - Income qualification guideline and medical alignment (Medical, others)
- Policy work
 - Sustainability – include in policy work
 - Going upstream with healthy foods, advocating, developing policies
 - Legislation that requires community/school accountability for physical activity and nutrition/health education, e.g. requires student tests like in other subject areas
- Communication/marketing plan
 - Effective communication system
 - Social media
 - A website with better service and communication

- Provide timely, stable and clear guidelines for reporting
- One site to access and guidance, to review best practices, strategies, and resources. Include Spanish materials, culturally appropriate.
- Farmer/producer relations are key to successful partnerships
- CA “general plan”, infused to city and county plans – NEOP representation/influence
- Tools for assessments
 - Tools for community-based assessment and mobilization
 - Shared resources, eg. Assessment tools (via web)
 - Health Impact Assessments
 - Rural v Urban
- Must continue support grassroots and NE in communities and schools
- Incentive at state and local levels: WIC, Network, CBE
- Consider the economic impact of state shift from SNAP-Ed to NEOP
- Interrelationship between access and education
- New research and demonstration in nutrition ed
- After schools provide contact, outreach, education, norm changes to > 6 million students and families. Include PH approach and structure that includes schools and after schools.
- Added from sticky note: One of the components that made the tobacco prevention program successful was school district level coordination (TUPE)/ NEOP needs the same model to successfully implement an obesity prevention plan – school district nutrition educators – RD’s
- Cultural diversity
- Structured review of implementation and evaluation of local school wellness policy and hold schools accountable
- Importance of linking the roles of all local partners (schools, county office of education, county office of public health, UC Extensions, regional projects, etc.)
- Maintain/expand healthy retail
- Support affordable healthy foods

What capacities do you need to prepare to participate in NEOP?

Training Needs

- Training and technical assistance, especially for marketing in foreign languages
- Grassroots leadership development
- Train the trainer programs for advocacy for beyond health community leaders and decision makers, getting out to the community
- Educator re: Food systems and the Farm Bill
- Education on cost-effective resource management
- Create mentor structure within grantees to grow new programs. Build in learning.
- Creating infrastructure forum for peer learning

Accelerating Success through Local Partnerships

Create a Culture/Environment for Successful Partnerships

- Design for diversity
 - Multidisciplinary and multicultural/diversity
 - Culturally competent
 - Diversity of every type (skills, background, contacts, etc.)
- Shared, mutual goals and activities
 - Understanding strengths and basic operation of partners
 - Findwhere 1 org's strengths net another org's needs
 - Clearly defined roles and responsibilities
 - Clearly defined shared values and goals
 - Common agenda
 - Shared metrics
 - Shared interests (mission/vision)
 - Shared goal
 - Mutually beneficial
 - Mutually reinforcing activities
 - Leveraging
 - Food Policy Councils (of partners) – forum for shared vision, stakeholders represented, accessibility of meetings and forums
- Inclusive coordination/collaboration
 - Guiding principles for integrating collaboration
 - Charging someone specific with facilitating the partnership
 - Comprehensive communication plan with our partners that ties together all channels
 - Transparency
 - Open communication
- Increased funding for collaborative
 - Shared funding
- Set up “learning communities”
 - Peer to Peer Learning (example: promotoras)
- Relationship building
 - Build trust
 - Trust
 - Respect
 - Take away egos
 - Working together on a project
 - Role model – organizations adopt healthy standards, walk the talk.

Engage local leaders

- Business leveraging – all sectors (e.g. schools, hospitals)
- Education: policy makers and community leaders
- School/community health centers involved in intervention
- Convene local stakeholders on regular basis, ie: Food Policy Councils
- Committee building
- Coalitions
- Regional collaborators that link to local coalitions
- Support of Food Policy Councils
- Incentive of state and local levels
- Relationship building

Engage the community

- Community voice and participation
- Community engagement
- Community Engagement
- Community input
- Create meaningful accessible opportunities for local community members
- Sustainability, include the community from planning through implementation
- Local action
- Consensus building
- Locally an infrastructure for forum for peer learning
- Local access to: school gardens, community gardens, local farms, farmers' markets, farm stands, CSA/direct farmer to consumer, community kitchens

Other Overall Themes

Use Best Practices

- Evidence-based best practices models, not re-creating the wheel
- Acknowledge local successes
- Model healthy food practices at state facilities

Ensure Flexibility for Engagement at the Local Level

- Remove/reduce barriers about programming
 - who's served
 - restrictions (e.g. marketing in other languages)
- Flexibility
- Equal opportunity across all levels – grassroots to state, including consumers

Mindful Messaging

- Nutrition education – coordinated messages across programs
- Not disparaging food; FDA to relax guidelines

Closing remarks from Peggy - recap on themes she heard

- Access
- Community input, participation
- Messaging, marketing, communication
- Building on what we have
- Integrating Nut Ed into new directions
- Accountability
- Upstream
- Need for collaborations, partnerships at all levels
- Cultural competency, cultural appropriateness
- Capacity building/training
 - Grant writing
 - Advocacy
 - Evaluation, outcome, interim indicators
 - Mentorship
 - Building on best practices
 - Collaboration and partnership development

Oakland Regional Meeting

July 29, 2011

Reflection and Comments

Our Strongest Accomplishment Today Is...

Understanding NEOP

- I got a better understanding of NEOP
- Learning about NEOP grant
- Overview of NEOP gave the opportunity for us to provide input and feedback

Collaboration and Consensus

- Hearing some similar wishes and concerns being echoed across groups
- Identifying so many common opinions about the nutrition education and obesity prevention needs in CA
- Finding we are all on the same side – passionate, funny and smart. Would be great to work across all sectors together to reach tipping point in obesity
- Discussing and reaching consensus on strategies – interesting and valuable process
- Consensus on need for: a. collaboration support, b. TA funding, c. marketing – quick wins
- Breaking silo concepts
- Collaborated on making NEOP more comprehensive, effective and complete to work for different organizations and institutions
- Networking
- A lot of community converged
- Work together (with other local) partners to make the difference in our community

Providing Input

- Generation of many great ideas
- Great ideas that came forward today
- Ideas for diverse segments of community (i.e. – government, non-profit, schools, etc)
- Opportunity to be heard
- Being heard
- Feeling like our voices have been heard. Thank you for this opportunity
- Input
- Input from many players
- Small groups able to feel more comfortable in contributing
- Bring together our health teachers to give input based on real experiences, lessons learned, creativity and passion

Addressing Strategies, Outcomes, and Implementation

- Amount of data obtained and ultimately supported by most attendees at this meeting

- The realization that a coordinated, statewide outcomes oriented action plan (ex. “Raise EBT participation by 20%”) would help us all work together
- Receiving a lot of constructive feedback from full perspectives and strengthening the development of NEOP framework
- Including nutrition education as a requirement to integrate with strategies
- That we added nutrition education back into the mix (in schools)

Meeting Process

- Good facilitator
- Completing all of the goals today while keeping our focus

This Session Would Have Been Better if We Had...

Limited Meeting Time

- More time (x9)

Receiving Materials Prior to Meeting

- If we had fully understood the process going in and had been given copies of the think tank strategies ahead of time

Meeting Structure

- More time to dive in more. Especially in other priority areas from where we started
- More time to “tease” out our thoughts, especially around the transition plan
- More time to reflect / provide input on other two areas
- Opportunity to do “free thinking / visioning” channeled on three topics already established for NEOP
- It felt rushed with the agenda. We had to cut off many conversations
- We had more time to talk with less time spent talking about talking
- More PA breaks
- The intro was lengthy and the process of coming up with consensus felt rushed. Perhaps one more hour
- Time to rotate to other priority areas
- More succinct explanation of the process
- Better facilitator – she talked too much rather than facilitating
- Facilitators in at least one group needed to have training in listening and not talking over everyone
- No ground rules set up so people felt ok to crosstalk and interrupt
- Less noise. Groups had a lot of cross talk. It was difficult to hear everyone.
- Most strategies were unlikely to yield “quick wins” – the activities under each might be. Considering activities would have made answering questions easier
- Been able to take away the personal fear of how these changes are going to affect our nutrition education
- Not having the meeting in Oakland on a Friday afternoon

Continued Follow Up and Feedback

- Programs in school districts
- The opportunity to know about how implementation will look

Refreshments

- Water
- Snacks

Communities Invited

- Target populations in the room (i.e. – low income, youth, seniors, etc)

As I think about NEOP I'm most excited about...

Public Health and Policy Change

- Opening “the box”
- Making things better
- Hopefully this will be a change for the better
- Transparency hope
- The possibilities. The things we can make happen in CA
- Comprehensive change
- Working upstream
- Get to do more public health and upstream / policy work
- Working in an upstream direction focused on prevention
- Including policy and environmental change
- The opportunity to do public health approaches / population based approaches
- Opportunity to reach target population
- Opportunities for changing the health of our low income families
- Targeting of resources / grants to move / shift capacity to make real change
- Changes that it will bring. Potentially lowering obesity rates across that state and leading to a healthier CA
- Reducing childhood obesity
- The promise that we can reach more people and do more good

Expanded Activities

- Opportunities to do broader work – not limited to nutrition education, get to do policy work
- Broadening scope and reframing practice
- Access to broader public health approaches
- Being allowed to conduct activities to ultimately affect policies
- To expand work into areas we were unable to work in (policy)
- The possibility of having more “allowable” physical activity programs

Collaborative Possibilities

- Collaboration
- New partnership development
- The opportunity to work in collaboration with many organizations with one common goal
- Requiring collaboration from diverse stakeholder groups (i.e. – education, retail, distribution, production)
- Finally we are all on the same side – passionate, funny and smart. It would be great to work across all sectors together to reach the tipping point in obesity
- The transition of NEOP to collaborate / expand all three strategies
- Potential to integrate effort recognizing the expertise and value of each partner and their work together to meet the goal

As I Think about NEOP I'm Most Concerned About...

Funding Pressure, Increased Competition

- Resource money, funding (x2)
- Be more transparent about who's actually getting funding (LHDs)
- The decrease from 139 million to 80 million by 2018
- Will we get the same money we had?
- Process will be open, all sectors will be included (NGOs, Community Based Organizations), all groups will have access to funding.
- Creating competition among partners (x2)
- If funding will be gone for CBOs and only government agencies (such as health departments) will control all funds
- Public health departments can't do this alone / other orgs in the community bring valuable skills to the table
- Include / target orgs other than local health departments to do multi-level intervention work
- All of the funding going to public health departments with no funding (or very limited funding) for the on the ground network of programs that has been built for years
- We need to look at the dose delivery, complicated grant policy
- Funding allocation based mainly on need (similar to community transformation grant)
- Losing funding to schools. Outside groups are far less effective at accessing students / families in schools. District employees are part of school community and are the most successful way to create healthy changes in communities

Addressing a Resistance to Change

- Concern that the "old" more rigid approaches to targeting types of interventions will infuse / permeate / hamper a transition to a new way of doing things
- That there be a mechanistic approach to doing things that does not factor the time it takes to build relationships of trust to bring about the community change

Concern about Long Term Efforts and Plan Implementation

- Too much red tape and bureaucracy process
- Hope we truly streamline reporting and replace our often cumbersome process (NHC)
- Reporting / evaluation
- Efficiency, effectiveness
- Will it really be acted upon
- Timeline rushed
- State support
- Job loss
- Ignoring our ideas and suggestions
- How our input is integrated into the guidance
- Continued info from coordinators on outcomes from Road Show
- How to keep partners engaged that have been in process for a long time
- The non-profit sector is vital to implementation of new and existing policies. Please, please, please don't cut us out of the Network going forward
- Without a comprehensive plan, without organizational diversity of disciplines or cultures and a common messaging linked with an evaluation / metrics we will not achieve our goals. We will lose linguistic territory and fail our low income families
- Addressing issues of access to lower income communities, addressing real burdens in the community
- Nutrition education plan
- The fact that I've seen very little mentioned about nutrition education in these current strategies. Nutrition education needs to be a central theme in all these strategies
- Going from one extreme to another then integrating nutrition education with policy
- As we explore and plan techniques for working on access to healthy food I believe we (public health) do not have the expertise in agriculture or a true understanding of food systems. Relying on movies, books and marketing to educate us about our food systems is inadequate. We have access to stellar agriculture research, economics, etc in the state. They need to be tapped into now to help us make informed plans

Lack of Recognition for Current Programs

- Not including or building the old structure
- Building in what we have
- Throwing out existing grantees and partnerships
- The previous work in schools being ignored and dropped
- School and community involvement continuing and growing stronger. It would be great to see the momentum continue with the changes and short cuts
- As the parent of a kindergartener I am also terrified you will stop funding the school gardens and healthy lunches
- I'm afraid that our program successes will not be recognized and thrown away and we will be shoved into a "tobacco model". Nutrition Education and Obesity Prevention are not the same as tobacco control

NEOP Webinar #1: Physical Activity
September 21, 2011 in Sacramento
8:30 – 10:30AM

Facilitator: Cathy Webber

Presenters: Peggy Agron and Val Quinn

Technician: Maran Kammer-Perez

Production Assistant: Emily Perez

Registered: 28

Attended: 10

Evaluation forms completed: 3

Stakeholder Input Record

What excites you about the intent of NEOP, why is it important

- Lowering diabetes in our children and other health benefits
- Healthier children in our area
- Excited to be a part of focused funding that supports LHD collaboration with the community around obesity prevention
- Establishing new partners and strengthening ties with existing partners. Expanding programs that are currently being utilized.

What are you concerned about?

- Having to lay off trained staff at the public health department if the regional network configuration is no longer used and we are not awarded one of the new grants and/or the NEOP does not carry the same funding to maintain this personnel infrastructure which took a long time to build and train.

Values that underlie this work

- The ability to partner cross county lines

Questions about NEOP

- Will you share the list of other funding sources that you would like to leverage that are outside of the allowable federal statute? You shared a list at the beginning of the webinar?
- How does the recent Health Dept funding play in this NEOP plan?

Strategy Vote (I will check with Maran to see if we have the totals on the voting)

- 1: most chose to keep, a few want to review
- 2: most chose to keep, some to revise, some to drop
- 3: most to keep, some to drop (none to revise)
- 4: most to keep, some to revise, some to drop

Strategy Comments

Strategy 1 School physical activity: Revision comments

- Provide an incentive to support PA, help schools with the maintenance of fields and gyms
- Big issue is team sports and funding of team sports, sports programs are being cut back, no staff, no funding to support an increase in PA at schools

- The issue of insurance and maintenance may be a big challenge (referring to other groups using school facilities)
- Parks and recreation are often informal afterschool programs and should be included
- We have so much focus on schools that we do need to include the parent factor
- What about incentives for schools that increase their physical activities
- More money for physical education teachers
- If there is a way to enforce the minimum time for PE minutes during school hours that would help. I know many schools scrap PE minutes in order to focus more time on RR and math.

Strategy 2 Active transport: Revise and Drop comments

- Drop this strategy. Money should focus on school activities, being physical for the children. The streets are a function of the city. (1 group and 1 individual)
- Active transport issues seem to have good movement in other areas, so focus for us should be with school PA.
- The revision comment related to the issue of "slow" process in changing street/road plans
- May be a great long term strategy, but not a great short time solution for changes take too long to implement, lots of issues with zoning, so many different factors
- If active transport is about improving walkability (fixing trails, small sidewalk improvements), small steps would be important, more short term solutions to see the impacts sooner, as well as the long term solutions
- These built environment strategies are important. Perhaps some of the funding should focus on capacity building for better coordination with parks/ cities / transportation authority.
- This strategy and #4 are very important, but that safety should be made more explicit
- Active transportation options, sidewalks and bike lanes are key in helping all age groups in the population to be active.

Strategy 3 Employer Physical Activity: Revise and Drop comments

- Voted to drop – Would rather focus on school physical activity. Need a physical environment at employers sites and given the economy would rather focus on school sites
- Employer Physical activity strategy will help adults become examples for students in promoting physical activity. I think it is an important one to keep.

Strategy 4 Zoning and planning: Revise and Drop comments

- We already have a lot of parks and bike trails in our communities (Yuba county)
- Would rather reduce the costs for people signing up with Parks and Rec.
- Free or lower costs for families to get involved with their children
- Specific to the county that you live, counties have different structures, services, and needs
- It is challenging for Public Health departments to work with planning departments.

Comments overall – key points – where did people agree, other comments?

- Have different options, like a menu, for which country you live in – they are all different
- Option to select different strategies by county
- Suggest consolidate 1 and 4
- Looking forward to a more coordinated state-wide approach to promoting healthy eating / active living

Which strategies could yield quick returns/maximize the health impact?

- Focus on after school activities, including moms and dads
- The implementation of physical activity in the afterschool and child care centers may give quick wins

Capacities Needed to Implement Strategies

- Buy-in from the funders and stakeholder groups
 - At schools: superintendents
 - Health officers, directors
 - Increase the knowledge base and understanding of decision makers
 - At local levels, inside the local health departments
- Understanding of all funding throughout the region, so not to duplicate, but compliment and strengthen

Accelerating Partnerships

- Key factors for successful partnerships, what is working
 - Health and Human Services partner with the Health Department at the local Health Fairs, current focus is on car seat safety
 - Walkathons - one per year
 - Parents doing Zumba classes, walking at the park, and making changes in the community, improving parks to promote physical activity
 - Park and recreation partners have been very key
 - The partnerships and collaborative strategies are key
 - Health and Human Services partner with the Health Department at the local Health Fairs
 - Park and rec are key when looking at community settings and drafting policies to offer healthy settings, healthy snack bars, and their facility use
 - Grass roots and neighborhood based efforts can be very successful. Partners are more likely to work hard for a partnership if they are delivering activities in their own as part of the partnership
- Local actions you can take
 - Involving people early, not making assumptions
 - Starting with the youth, working with youth commissions, they have a voice at the local policy level, get their buy-in
 - Making sure that everyone feels they are getting something from the coordinated efforts so it is sustainable
- How can the State support your local partnership efforts
 - Leverage buy-in, language that supports buy-in. Need help to gain support from health officers. Supporting documentation with endorsements, recommendations of ideas and strategies coming from the State.
 - Help our health officers to convince the CEO and Board of Supervisors - include a letter as an endorsement, "CDPH and State Officer recommend....." as an attachment to give to the Board of Supervisors...explaining the funding and how to apply it.
 - Joe to provide a sample to Emily Perez.
 - Maybe we can partner with WIC and increase the income limits and age participation to 10 and from age 6 focus on physical education and nutrition

- Help convene our partners from planning, transportation etc. to help develop shared language, best practices, bring health lens to their work, etc.
- Improve capacity to use technology such as digital storytelling, face book and twitter. Technology that can engage youth in advocating for improving access to PA.
- Capacity building for better coordination with parks/ cities / transportation authority
- State to Consider in the Transition Plan
 - Be careful not to change all logos and names, etc. So confusing.
- Other comments
 - I m hoping this will help decrease the consumption of sugary drinks in children. And hopefully make changes in store sales, to help to get us all healthier.
 - I'm not sure how the decrease in sugary drinks is going to affect the economy, I think it will be a difficult change for companies but a good one to our health.
- Peggy's Closing Comments
 - Look for impact with short term interventions, especially in schools and after school programs
 - Importance of getting buy-in from stakeholders
 - Involving folks and organizations in communities, especially the voice of the youth

Evaluations – post webinar

Our strongest accomplishment today is...

- Reviewing where to focus our main strategies.
- Communicating your plan to move forward through the transition period.

This session would have been better if we had...

- Slides available as a pdf for all who signed up
- More time was needed for participants to prepare the information you were seeking. The audio dysfunction was awkward. All the comments I wanted to make needed to be written and the facilitator had moved on to the next topic by the time I finished submitting my thoughts.

What specific training would you like the State to provide to help you succeed with the NEOP program?

- I would like training designed that are responsive to local needs. Because I do not know what the grant will look like I cannot address this at this time

Other ideas or input that you would like for us to consider?

- Make sure to have low literacy materials in Spanish and English, use of social networking as a modality.

NEOP Webinar #2: Healthy Food Options
September 21, 2011 in Sacramento
11:00 – 1:00PM

Facilitator: Cathy Webber

Presenters: Peggy Agron and Val Quinn

Technician: Maran Kammer-Perez

Production Assistant: Emily Perez

Registered: 66

Attended: 30

Evaluation forms completed: 11

Stakeholder Input Record

What excites you about the intent of NEOP, why is it important?

- Making a greater impact
 - System change and policy level work
 - Impact healthier food options on a larger scale with marketing campaigns, and reducing costs throughout CA
 - NEOP having a larger impact on public policy and therefore affecting more people, low-income and everyone else. We had a speaker from Yale Rudd Center who shared with us that we need a systemic change to combat this obesogenic trend. He also emphasized that changes often get first adopted by middle class professionals who then educate our target population
- Working together with new partners and techniques
 - Opportunity to work with more community partners
 - Working on the strategies that seem to give the best return. Hope for the future and that eventually we will make a difference by working together with public health, food industry, and new marketing techniques.
- Leveraging nutrition education
 - Efforts that will galvanize obesity prevention with nutrition education
 - Learning where schools and nutrition education will truly fit in as a central piece, not as a side bar.
 - Not having to watch the Network for a Healthy California program being slowly destroyed. Nutrition education in schools is the perfect forum for this to happen. We've not only have the students for 12 years but have total access to parents as well.
- Change in needed
 - Opportunity for positive change
 - Obesity rates are skyrocketing, change is need now to turn things around for the better
 - Healthier foods need to be cheaper and more accessible

What are you concerned about?

- Nutrition Ed
 - Local and state SNAP programs need to link nutrition education directly to our customers
 - Continued funding for nutrition education and obesity education
- Outcomes
 - Unexpected outcomes

- Focusing strategies on the target population. SNAP benefits should not be used to purchase unhealthy foods. These same benefits need to be incentivized to encourage desired outcomes.
- Continuing what works
 - Continuing the great programs we are already doing in our schools
 - What will happen to our successful Latino, AA, Power Play, and Physical Activity and Retail campaigns and staff? If they get the idea that they will not have funding, they are all going to look for jobs elsewhere even possibly before the fiscal year ends. A lot of effort went into the branding of the Network for a Healthy California and it seems as though this will be thrown away. This seems like a waste of money.
 - Starting from scratch rather than using what has already been accomplished and building on it in a revised, improved fashion. I am not so much worried about my job specifically, but I think it is good to employ people who are passionate about improving the health of Californians and who have already been working on this for years.
 - Lack of focus on education and the strategies that are in place and proven effective.
- Funding
 - Jobs, effectiveness of a new program, will dollars become tied down and trickle to where it is needed most, will it become political and lose some of the effectiveness it has achieved over the years.
 - Financial changes
 - Future funding for local agencies and rural communities
- Open to new programs of channels to consumers
- Concerned with the school regulations and health and human service don't have as tight regulations as schools do.

Key Lessons Learned

- Focus on schools and students
 - Having consistent direct contact with students
 - Teaching students skills such as refusal skills and decision making
 - Having consistent and direct contacts with schools, school environmental changes
- Clear communication
- Collaboration and teamwork with partners achieves success
- Goal setting
- Incentivizing desired outcomes
- Leadership development and community, solutions come from within, from the community up
- Limited resources makes staff intensive individual and group education difficult, esp. for LHD - system change efforts makes a broader impact to more people.
- Keep target group in mind and their challenges

Questions about NEOP

- Who will administer the funding?
- Will NEOP be able to influence public policy?
- Have the channels been identified for the 3 priority areas?
- Will there be a state based social marketing plan that we will be expected to implement?
- How will you address the lobbying issue?
- When does the change actually take place?
- Will schools still be able to receive direct funds for nutrition education?

- Will NEOP be able to influence public policy?

Strategy Vote

- 1: 50% keep, 35% to revise, 14% to drop
- 2: 70% keep , 30% revise
- 3: 55% keep, 18% revise, 27% to drop
- 4: 52% keep, 44% revise, 4% to drop
- 5: 66% keep, 30% revise, 4% drop

Strategy Comments

Strategy 1 Cost: Revision and drop comments

- Decreasing cost of healthy foods. What does that mean for producers of healthy food? We need to ensure that growers can be economically viable.
- Revise strategy one as food is very expensive, whereas unhealthy foods are cheaper and more available on a daily basis. Whereas farmer's markets and organic foods are most expensive.
- Our target audience peer leaders ask for us to do more education to their peers, that appears to be where they are at. They are not at the level to work on policy.
- How will you address the "lobbying" issue with the policy change strategy?
- Concerns re: COST is that the statement is too vague. There could be some unexpected/unanticipated outcomes that may not all be positive.
- The increase of cost to unhealthy would have to be in the form of taxes, so there's no profit. Affordable healthy food would need subsidies

Strategy 2 Distribution systems: Revision comments

- Could be more specific about community gardens, school gardens, farmers markets, etc
- Overall I like the NEOP approach to food systems. It is a struggle to balance accessibility and affordability with ensuring an economically viable food system that supports producers and distributors. Does the think tank have voices from those who can speak to the economics of this approach?
- Add a provision to support local growers as well. We developed a local distribution system, then found a lack of small farms!
- Increase funding for school food services to provide healthier foods (fruits +vegetables + whole grains)

Strategy 3 Local level: Revision and drop comments

- Focusing on large retail
 - Corner stores tend to have higher prices due to the small footprint and low volume. My suggestion is to eliminate the corner store and focus on larger retail
 - Work more with national chains including Safeway, Walgreens, McDonalds, etc to improve food choices and nutritional benefits. For example, SF legislation on happy meals.
 - Michelle Obama is working with supermarket chains to make positive changes and bring more stores which have fruits and vegetables available into low-income neighborhoods.
- Address safety and transportation issues
 - Focus more on transportation issues to larger more capable stores other than converting corners stores

- Safe routes to grocery stores is critical and not addressed in your strategy. We have some stores but our target audience can not safely get across the street to get there. It is extremely dangerous.
 - Comment about the transportation comments: This is a city planning issue. Be sure there is a notation about that community partnership that needs to be established.
- Corner stores sell unhealthy foods
 - Many corner markets because of the limited inventory are a big problem. Unhealthy foods and high prices.
 - The vision of this is unclear. How do you bring new stores with a focus on healthy foods... what if they stock mass quantities of junk food too. How would this be managed so the \$\$ is focused on the intent?
- Address urban, suburban, and rural - all areas
 - How are you going to include rural areas? We do not have corner stores or grocery stores in rural areas.
 - Rework it so it applies to ALL areas, not just urban and suburban. Otherwise you leave out rural areas.
- What is a corner store conversion?
- Store conversions are extremely costly. How would extra cost to complete this strategy be covered?
- Competitive funding concerns me (referring to objective 3)
- If there is a small market in a neighborhood, rather than tear it down, why not support them in making healthy changes? I'd rather go to my local market than get on a bus with three kids and a stroller and commute for half an hour each way.

Strategy 4 Marketing: Revision and drop comments

- Social marketing
 - Include social marketing in your marketing plan...facebook, twitter, etc
 - Social marketing should include nutrition education in schools
 - Will there be a state based social marketing plan that agencies will be instructed in and expected to implement?
- Targeted materials for more channels
 - Not sure if we just need social marketing, but an entire refresh of SNAP ed material that UC extension or other funded groups use. This social marketing is one channel but need to develop more channels and targeted deliver to SNAP customers based on business intelligence.
 - Need to really gain information about where people get diet, food and nutrition information to have more targeted messages to SNAP consumers.
- Education and marketing
 - Cooking demos like at Costco or TJ's are needed in FS offices and places where low-income companies are at.
 - Marketing is very expensive (to make an impact), but impacts purchasing decisions. It should be both education and marketing. However, the tipping point cost for marketing impact is higher than many funders allow for.
 - Retail grocery point of sale nutrition education is successful and not mentioned here.
 - Marketing is not nearly as effective as EDUCATION... where is education in these strategies... it should be a main point... I feed kids all day long - our education programs over the years have made all the difference on what they choose.

- Will there be less impact from dairy and meat industry (promoting their products which are not as healthy as whole grains, legumes, fruits, vegetables, and nuts and seeds) as seen in the food pyramid and still seen in MyPlate? Harvard School of Public Health limits the amount of servings of milk and milk products to 1-2 per day and recommends fish, poultry, beans and nuts and limits red meat, and avoids bacon, cold cuts, and other processed meats.
- We need to keep up with methods used in marketing.
- Include a behavior change component
- Access to radio, TV, TV shows, billboards (like Kaiser has been doing)

Strategy 5: Federal food programs: Revision and drop comments

- Promote and help people sign up
 - If we are promoting CalFresh we need to be able to help people sign up. Promoting alone is not working as in current contracts. We need to do more other than just educate and promote.
 - We need to promote SNAP (CalFresh) much more if this is the funding source, SNAP is also the largest federal food program.
 - Outreach is not allowed. Is increasing participation considered an outreach effort? Some recent FNS grant documents I have read made a distinction between the two.
 - CalFresh is a great program that many more would participate in if the enrollment was less intimidating. I think resolving that would help to resolve the lack of participation. Otherwise, the effort is not necessarily effective.
- Food stamp allowable purchases
 - Food stamps should not have disallowed NYC to ban coke as a saleable item with food stamps and Food Stamps (aka SNAP) needs to make policy changes similar to WIC.
 - There is so much disagreement about limiting what people can purchase with their food stamps. Can you give some examples of how this strategy would work?
- Local and State SNAP programs need to link nutrition ed more directly to our customers.
- Federal food programs often emphasize too much consumption of milk, which is not recommended by Harvard School of Public Health (see their “Healthy Eating Plate”) and Physicians Committee for Responsible Medicine (see their “Power Plate”).

Comments overall – key points – where did people agree, other comments?

- Observation that the majority of people stated that they like these strategies
- Key point about reducing food costs but not hindering local growers
- SNAP comments
 - Are these strategies specific to SNAP (CalFresh) in California or are they generic to low-income or all CA residents?
 - Big concern that none of these strategies is explicit to SNAP.
- Education
 - Teaching students skills such as refusal skills, decision making
 - Continued funding for nutrition education and obesity prevention with policy and systems change
 - Where is the strategy about nutrition education? Where is nutrition education included in the NEOP strategies?
 - Making healthy food accessible is critical, but if people have not learned to enjoy them and to prepare them, then how do we expect habits to change?
- We should be open to new channels of marketing nutrition ed to consumers

- These strategies appear to involve higher levels of decision making than we have control over, eg. these seem anti free market, anti capitalist.
- Overall strategy questions
 - How long have these strategies been in place and is there any survey or research to show that they've been effective?
 - The priority areas have been defined, what channels will be identified?

Which strategies could yield quick returns/maximize the health impact?

- Strategy 1
- 1 and 4
- 1 and 4
- Strategies 2,3 and 5
- Strategy 3
- Strategy 3: Work more with national chains including Safeway, Walgreens, McDonalds, etc to improve food choices and nutritional benefits. For example, SF legislation on happy meals.
- Strategy 4 focuses on marketing. What I saw used (media is best for quick return as well as advocacy to fast food and corporate food producers who make so much money off SNAP funds.
- Strategy 4: The marketing strategy is my favorite but to inform the public of what is healthy or not we need to incorporate more up-to-date nutrition research recommendations than what is offered through USDA.
- Strategy 4: I think marketing is huge! People get lots of nutrition information from Gatorade and Power Bar commercials, regular food needs to be marketed the same way.
- Strategy 4
- Strategy 5 if we could do it...(could maximize health impacts)
- Strategy 5

Capacities Needed to Implement Strategies

- Business intelligence on SNAP customers, then a rethink of all material and channels used to promote good nutrition.
- The ability to continue successful programs that have been built and implemented already with proven results.
- Partnerships between public health and school districts or county office of education so you can do public health policy work and nutrition education which work hand in hand.
- Data, focus groups, etc as we are competing with professional marketing to sell often unhealthy products that cause obesity.
- Keeping successful nutrition education programs in schools
- Kaiser's move campaign

Accelerating Partnerships

- Key factors for successful partnerships, what is working
 - Leadership development in communities- solutions come from within
 - Partnerships work when we have similar missions
 - Goal setting
 - Continuing the great programs we are already doing in our local schools
 - Collaboration and teamwork with partners achieves success

- Not competing for funding. If this NEOP plan goes forward as planned, schools will have to compete against each other for funding instead of sharing resources and being "Networked".
 - Use more ground level students and interns in nutrition programs and colleges to push low obesity messages to their communities.
 - Partnerships with local agencies, public health, schools, community members to find out what are the barriers for community members to live a healthy lifestyle. Work on the barriers mentioned by communities and all of the strategies mentioned.
 - Make it easier to partner across agencies in our own area of expertise vs. each funded program having to pursue each obj. For example, PH works in system change, but maybe not nut ed. DSS has another focus. If we could each be funded to do what we do around this topic, to build upon each others strengths would be great!
 - Communication between agencies so many are not doing the same thing disconnected, but are building upon each other's work in partnership
 - Building partnerships through Network for Healthy CA, helping distribute materials into schools not funded by the Network but through other organizations
- Local actions you can take
 - It would be good to work more with local city councils.
 - Raise the profile of this issue locally and work to increase business in this effort
 - Having consistent direct contact with students in the schools... school environmental changes
 - Getting materials into the schools
 - Collaborating
 - Have food security councils, taskforces, urban rural round tables that bring up obesity and SNAP ed
- How can the State support your local partnership efforts
 - Making state agencies aware of our efforts, trickling down to the county level so that they know that they need to partner with us, starting at the state level
 - Have the CA Dept of Ag work with other State agencies to promote better nutrition strategies to reduce obesity and involve the food industry.
 - Support nutrition education by NOT making school districts compete against each other when the funding comes out. The competition will kill the collaborative efforts throughout our entire state. Fund schools like you plan to fund health departments, giving each county a pot of money.
 - The ability to work on system change and policy level work.
- State to Consider in Developing the Transition Plan
 - Keep our target group in mind and their circumstances/challenges
 - Governor Brown is big on physical fitness, could he be enlisted as a driver of change?
 - Sense of urgency, health consequences are occurring due to obesity so we cannot be too slow - Leo
 - Consider the economics of food systems - diana
 - Consider what is in place and working, there is a lot of great work being done at the local levels that is at risk.

- Look at present practices and determine how we can to streamline, and then rebuild what we currently do, in other words make current programs run more efficiently and trim the extra expenditures - Pamela
- Reduce administration load of reporting
- Connect with leaders in food movements: slow food, local food, organic food, community gardens....to get their ideas.
- Other comments
 - Support nutrition education in schools
 - Will schools still be able to receive funds for direct nutrition education like we have through the Network? This is still rather unclear to us.
 - Keep Nutrition education in the schools
 - Are NEOP funds still going to DPH are they going to be shifted to CDSS?
 - I am grateful that you are focusing on water as a healthy beverage as low fat milk is still very high in fat. (1% milk still has 21% of calories coming from fat).
- Peggy's Closing Comments
 - Reminder to look out for unintended consequences as we move forward
 - Looking at how we can build on what we have and be inclusive, but also identify local flexibility
 - Importance to be comprehensive working in multiple different sectors
 - Importance to be coordinated at the state and local level
 - Theme and importance of communication

Evaluations – post webinar

Our strongest accomplishment today is...

- Sharing information
 - Getting more information about the transition period
 - Reviewed prominent issues that we face working under the current program
 - Answering a few questions about funding
- Improving communications
 - Opening dialog
 - Good interactive webinar. Interesting presentation and group discussion
 - To get everyone's input and that we all felt like we were heard. This increases communication with program management at the state level with the local level agencies working together.
 - Heard from people outside of the nutrition bubble.
- Didn't feel like much was accomplished for our purposes

This session would have been better if we had...

- Technical considerations
 - had the slides as a pdf ahead of time so we can follow along
 - Overall, good.... future webinars will probably run even smoother when staff becomes comfortable with the technology. Participants were encouraged to talk on the phone a number of times and you could tell that the staff were pretty uncomfortable that folks were preferring to use the text message box instead. When your doing an online

interactive meeting you need to be ok with moments of silence that give folks an opportunity to type. What seems like an uncomfortable pause verbally isn't when typing. :)

- Most people have been on webinars before, so a lot of the process could be dropped upfront. Also, the organizers should have their key people log in early to work out communication issues. I found I couldn't speak via my headphones (VoIP) so dialed in a couple of times on the phone but was muted there. If you wanted a dialog, the phone could be kept open.
- More time to discuss ideas from attendees.
- Better understanding
 - Understood how a think tank help improve the program... meaning are we just spinning our wheels by giving input or will this actually make a difference.
 - A clearer picture of what it's all about. All I've received so far has been somewhat vague. I didn't feel like our concerns were considered... felt like the decisions have already been made and that our comments are too late.
 - Maybe more information about what is happening and what has already been decided. Still feels like we don't know what is happening and how this will turn out for the future.
- The five strategies did not include any nutrition education in schools. Some of the strategies should have included nutrition education. Impact evaluations have had positive results and are conducted in the classroom. (Visalia)

What specific training would you like the State to provide to help you succeed with the NEOP program?

- Depends on what the state wants from us.
- What is the program?
- How can we effectively use state and federal dollars to reach the greatest need population successfully?
- Maybe giving local access to experts in the use of marketing, social marketing and other technology.
- Provide clear directives in trainings how you want us to shift our focus to the new strategies and how to best work with other public agencies.
- When the specific strategies are chosen I hope to receive TA and training on making those strategies as successful as possible.

Other ideas or input that you would like for us to consider?

- Continue sharing information
 - Perhaps as we progress with change to the NEOP, more people can share ideas and give more input as NEOP takes shape.
 - Online, interactive meetings are great!!! I hope you keep using them. Thanks
- The issue of the State level agencies/departments having a formal Network such as we do at the local level would be important for seamless communication. Often times we perceive that Cal DPH, WIC, SNAP, COE, are not in synergizing. How can it be modeled at the state level what is expected at the local level?
- Sounds like existing programs are being absorbed by other agencies to reinvent the wheel while dismantling existing programs that are working. Schools are centerpieces of communities. It is a captive audience. We know that it's easier to teach than to "un-teach" bad habits. Start with them young and raise a healthier generation. Schools sound like an afterthought in this process when they should be central to it.

- It would be ideal to have a state-run health insurance, where everyone is insured. Then the state and local communities will have a high-stake interest in getting people as healthy as possible to reduce costs. (like Kaiser is doing- they provide nutrition messages and nutrition education to reduce their costs =keep their clients healthy)
- Students need nutrition education and that is where the focus should remain.
- Youth need to be more engaged and involved. We need their input on the issues affecting their communities and they also have very valid and innovative ideas on how to improve their health and their future. They are also the best ones to engage to try to reach other youth and members of their communities. Have youth been surveyed?
- This is an uphill battle given the corporate nature of the food system (processed foods, trans fats, high glucose corn syrup, fast food and poverty) so more attention should be given to lobbying the food industry to improve nutritional content of generally available foods.

NEOP Webinar #3: Sugary Sweetened Beverages
September 21, 2011 in Sacramento
1:30 – 3:30PM

Facilitator: Cathy Webber

Presenters: Peggy Agron and Val Quinn

Technician: Maran Kammer-Perez

Production Assistant: Emily Perez

Registered: 53

Attended: 24

Evaluation forms completed: 7

Stakeholder Input Record

What excites you about the intent of NEOP, why is it important?

- Funding
 - New funding for our county
 - Securing funding to continue what works... the BEANS program and our GENE in the local Mendocino County schools
- Building on what is already there
- Increase food security
- Positive potential impact of our communities' health
- Paperwork will be less cumbersome so I can get back to working with people and not sitting in front of a computer. I just don't have the time I would like to spend in my community.
- A new approach to help facilitate change in obesity rates

What are you concerned about?

- Funding
 - Continued funding over the years, short turnaround to get results
 - Losing funding for some of the impactful programs in our community
 - What will happen to those receiving Network funding for a long time and have successful initiatives in place
- Too much documentation
- The Network not taking our suggestions/opinions seriously and developing NEOP with only themselves in mind.
- How school-based programs will be affected

Key Lessons Learned

- Building and maintaining key partnerships with schools
- One of the keys for us has been to support our staff in their own attempts to live healthy lives, and be role models for our students.
- Partnerships and Community Collaboratives are essential to community wide change.
- Clear communication and relationship building
- Long term intervention activities
- Schools and community centers, reach kids before they develop bad habits
- Educate our community about the importance of healthy eating

Questions about NEOP

- Do you know if there is going to be state share?

- How will this change affect the current school based program?
- What will happen to those that have been receiving Network funding for a long time and have successful initiatives in place?
- Will counties that have been receiving Network funding be penalized and receive less than they currently get to run their great programs?

Strategy Vote

- 1: 90% keep, 10% to revise
- 2: 62% keep , 38% revise
- 3: 81% keep, 19% revise
- 4: 52% keep, 43% revise, 5% to drop
- 5: 80% keep, 10% revise, 10% drop
- 6: 76% keep, 19% revise, 5% drop
- 7: 57% keep, 29% revise, 14% drop
- 8: 70% keep, 20% revise, 10% drop
- 9: 61% keep, 33% revise, 6% drop

Strategy Comments

Strategy 1: Revision and drop comments

- Same concern about the "don't buy the lie" being fear based. Better to have positive messages.
- Add more positive information and incorporate water.
- Tell people what to do, rather than what not to do

Strategy 2: Revision comments

- Too many things in one strategy. Too much telling of what people need to do.
- Concerned about imposing restrictions on contractors with little alternatives
- Too strong, big government

Strategy 3 Revision and drop comments

- I support stronger language. From "limiting" to "eliminating".
- Marketing of other beverages to kids, not just soda.
- 5-hr energy, relaxation drinks, vitamin water as good alternatives
- Include something on portion size

Strategy 4 Revision and drop comments

- Involve low income moms and dads

Strategy 5: Revision and drop comments

Strategy 6: Revision and drop comments

- Amount of money going into PR and the results we get
- PR is good if a strong community
- PR to compliment nutrition education

Strategy 7: Revision and drop comments

- Keep message development but lose public opinion polling

- Keep polling – it may help keep people “in line”

Strategy 8: Revision and drop comments

- Add TA to educators, not just advocates

Strategy 9: Revision and drop comments

- Add other beverages
- Add benefits of healthier choices
- Add information about risks for diabetes
- Add positive language
- Add TA to educators, not just advocates

Comments overall – key points – where did people agree, other comments?

- More emphasis on policies at local and federal levels

Which strategies could yield quick returns/maximize the health impact?

- Strategy 9 mentioned 11 times
- Strategy 2 and 5 mentioned 5 times
- Strategy 1 mentioned 3 times
- Strategy 4, 7, and 8 mentioned 2 times
- Strategy 3 and 6 were not mentioned

Capacities Needed to Implement Strategies

- Less time spent on paperwork
- More time to actually work with our target audience.

Accelerating Partnerships

- Key factors for successful partnerships, what is working
 - It is important to utilize organizations such as community health centers in addition to local health departments to empower and organize community members to advocate for a policy change. Community health centers are a trusted entity in the community
 - Clear and reachable objectives
- Local actions you can take
 - Attend local school board or city council meetings to invite new partners and share success stories
 - Maintaining open & honest communication with current partners and continuing to invite new partners
 - Sharing ideas and resources with broad variety of community organizations
- How can the State support your local partnership efforts
 - Require less documentation
 - Support grassroots organizations for rural areas
 - Share materials and best practices
- State to Consider in Developing the Transition Plan

- Expanded allowability within funding - allow for wider range of nutrition education
- Continue to provide funding opportunities
- Continued funding for LFNE projects... allow smoothie bikes to be purchased :-)
- New funding to address nutrition and obesity using prevention
- Other comments
- Peggy's Closing Comments
 - Importance of coordination
 - Positive with negative

Evaluations – post webinar

Our strongest accomplishment today is...

- Became more familiar with NEOP and Healthy, Hunger-Free Kids Act of 2010.
- Reviewed strategies
- Prioritizing exercise
- For me that I feel like "someone" is actually listening to what we are saying and that its important..so thank you for that!
- Getting the chance to share our ideas and improve the strategies outlined by the "think tank"

This session would have been better if we had...

- More microphones that worked. This is the first time that mine didn't and I'm a talker so it was frustrating!!
- More participation in the discussions from participants

What specific training would you like the State to provide to help you succeed with the NEOP program?

- Minimize paperwork and provide training for nutrition sessions and curricula
- Training on navigating through the RFA/RFP process
- I have been happy so far with the trainings that the State provides.

Other ideas or input that you would like for us to consider?

- Focus more on Positive Marketing.
- Please do not forget about the medical community. They can be strong advocates for our message
- How to engage other stakeholders (non-traditional)
- Combat misinformation on websites and magazines (often written by doctors) regarding sugar-sweetened beverages like Gatorade, Vitamin Water, and other not-so-healthy drinks. Continue funding fun, impactful media campaigns plus iPad apps that will help kids learn about healthy choices... positive messaging.
- I like the interactive webinars. I am in a rural area and travelling to the many meetings and trainings required are time consuming and expensive. I can rarely be gone for just a day it usually requires an overnight trip for us. Interactive webinars are very engaging and I think you get more accomplished than just listening alone.

Decrease Consumption of Sugar-Sweetened Beverages and Increase Consumption of Water

The Obesity Prevention Think Tank that met on May 6, 2011 reviewed CDC's six priority areas for obesity prevention and then reviewed the *California Obesity Prevention Plan* priority areas and corresponding strategies. Consensus emerged around the following three priorities:

1. Decrease sugary beverage consumption
2. Increase physical activity
3. Increase consumption of healthier foods

Overall this group further identified the need for comprehensive policy/environmental strategies to change social norms about "drinking sugar" and promote drinking water. In more detail, the group agreed on these strategies:

1. A counter-marketing campaign to highlight false advertising and address harmful industry practices. This includes expanding "Don't buy the lie" and "re-think your drink" campaigns and responding to industry arguments.
2. Advocating state and local policies which include no sugar-sweetened beverages in vending machines on public property, procurement policies, increasing access to safe drinking water, sponsorship policies, and worksites to get sugar-sweetened beverages out and increase drinking fountains in public places, not allowing contractors in youth-organizations to take soda money or sell sodas, and creating sugar-sweetened beverages taxes.
3. Addressing marketing to children and adolescents by supporting strong national interagency standards limiting marketing to children and adolescents.
4. Putting money toward grassroots organizing, especially youth organizing and youth advocacy. Advocating for state, local, business and organizational policies whereby sugar-sweetened beverages will no longer be purchased, sold or served.
5. Partnership building with a wide array of hunger, equity, minority, low income, faith, business, and other community leaders to support these changes.
6. Public relations/media relations advocacy to inform the public and policy makers about all of the above and to underscore the growing support for sugar-sweetened beverages policies.
7. Message development and public opinion polling to inform all of these efforts.
8. Technical assistance to advocates on the ground so that they have the tools, materials, and day-to-day support they need to be most effective, and to benefit from lessons learned elsewhere.
9. Provide nutrition education on the sugar content of sugar sweetened beverages.

<http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx>

Increase Physical Activity

The Obesity Prevention Think Tank that met on May 6, 2011 reviewed CDC's six priority areas for obesity prevention and then reviewed the *California Obesity Prevention Plan* priority areas and corresponding strategies. Consensus emerged around three priorities:

1. Decrease sugary beverage consumption
2. Increase physical activity
3. Increase consumption of healthier foods

During the "Think Tank" meeting, each person in the group nominated 5 strategies and then the group compiled those to see where they had agreement. Consensus was achieved on the following four areas:

1. School physical activity, which includes adding physical activity in the schools, and, specifically, requiring accountability for following guidelines. Schools include public schools, after school programs and childcare settings.
2. Active transport; includes complete streets, the availability of trails and sidewalks, and more transit options. Slowing down traffic.
3. Employer physical activity promotion and environments and policies; including incentives for being active based on the rationale for reducing the health care costs.
4. Zoning and planning; including ensuring access to parks and mixed use. (Marice Ashe noted a recent study in New York on the use of stairwells and liability issues, and the findings point toward greater liability with elevators than stairs, despite a commonly held belief to the contrary. This information will be made public soon.)

Additional strategies receiving votes included: interventions to improve personal safety, traffic safety, childcare, advocacy for youth and parents and reimbursement in health care for promoting activity.

<http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx>

Healthy Food Options

The Obesity Prevention Think Tank that met on May 6, 2011 reviewed CDC's six priority areas for obesity prevention and then reviewed the *California Obesity Prevention Plan* priority areas and corresponding strategies. Consensus emerged around three priorities:

1. Decrease sugary beverage consumption
2. Increase physical activity
3. Increase consumption of healthier foods

The focus on healthy food by the Think Tank was not as unanimous as the other two target areas. Single votes were received for changing food systems, increasing healthy foods, decreasing processed foods, decreasing energy dense foods and two votes were received for increasing fruits and vegetables. These votes were combined to form the "Health Food Options" target area. The following strategies were articulated to promote healthy food options.

The group focused on drivers leading people to purchase unhealthy food instead of healthy foods. They focused on "up-stream" levers that affect access defined both in terms of cost and availability. They wanted to focus on both systems change and local level work. They suggest:

1. Cost: Advocate for policies that decrease the cost of healthy foods and increase the cost of unhealthy foods.
2. Distribution systems: Enhance distribution and procurement systems that provide affordable, healthy foods to communities.
 - A positive example of an alternate distribution system is developing in San Diego. Currently, food from San Diego goes to Los Angeles and back, adding to green house gases and resulting in decreased food quality for San Diegans. They are doing some preliminary work with local growers and have formed a growers association that is assisting with government procurements, in hospitals and doing some farm to school contracting. Costs of local produce are decreasing because farmers are assured a dependable market and are able to grow in advance knowing the demand. They are trying to figure out how to drive down costs of healthy fresh food by organized purchasing and are experiencing some success.
 - A negative example is the Modesto Farmer's Market where they cannot get anyone to supply the market and yet Modesto is surrounded by agricultural land.
3. Local level: Work at the local level to bring more grocery stores and corner markets to neighborhoods with high obesity rates that lack access to stores with healthy food, including corner store conversions.
4. Marketing: Decrease marketing of unhealthy foods to kids. California would need a social marketing campaign that works to change social norms to promote healthy food options.
5. Federal food programs: Maximise participation in federal food programs. Example of the policy change in the WIC program which allowed fresh fruits and vegetables and has had a positive effect.

<http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx>